

STATES
NT OF
RCE
TION
AGENCY

1967 CENSUS OF BUSINESS



BC67-MLS-3

JUL 20 9 50 AM '70
THE CENSUS
RARY

c. 2



Retail Trade

MERCHANDISE LINE SALES

ALASKA

The following comprise the Retail Trade series of publications:

RETAIL TRADE, SUBJECT REPORTS (BC67-RS)

A series of reports presenting data based on the following characteristics of individual establishments: Sales-size; employment-size; and single or multiunit ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business.

RETAIL TRADE, AREA STATISTICS (BC67-RA)

A U.S. Summary report and reports for each State, the District of Columbia, Guam, and the Virgin Islands. Statistics are presented by kind of business, for counties, cities, standard metropolitan statistical areas, and for selected towns and townships in New England, New Jersey, and Pennsylvania. The kind-of-business detail varies in accordance with the number of retail establishments in an area.

MAJOR RETAIL CENTERS (BC67-MRC)

A summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each report presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business.

RETAIL MERCHANDISE LINE SALES (BC67-MLS)

A U.S. summary report and reports for each State. Each report presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business.

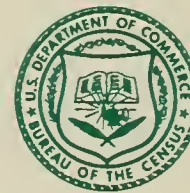
Suggested Citation

U.S. Bureau of the Census, Census of Business, 1967

**RETAIL TRADE: MERCHANDISE LINE SALES
ALASKA, BC67-MLS-3**

U.S. Government Printing Office, Washington, D.C., 1970

For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402, or any Department of Commerce field office. Price 50 cents. Complete set of retail trade merchandise line sales reports, \$41 20.



BUREAU OF THE CENSUS

George Hay Brown, Director

Robert F. Drury, Deputy Director

Walter F. Ryan, Associate Director

BUSINESS DIVISION

Harvey Kailin, Chief

ACKNOWLEDGMENTS—This report was prepared in the Business Division under the general direction of **Harvey Kailin**, Division Chief, with direct supervision by **Louis Greenberg**, Assistant Chief, Program Development. Plans for the merchandise line segment of the Census of Business were developed and the report compiled by **Michael Farrell**, Chief, Retail Program Branch, assisted by **Ruth Asln**. **Robert Viehman** served as coordinator and was the Business Division's liaison officer with other divisions. Staff assistance was provided by **Paul Shapiro**, Assistant Division Chief, Program Implementation; **Ralph S. Woodruff**, Assistant Division Chief, Research and Methodology, assisted by **Anna Brooks**; and **Max Shor**, Assistant Division Chief, Staff and Special Projects.

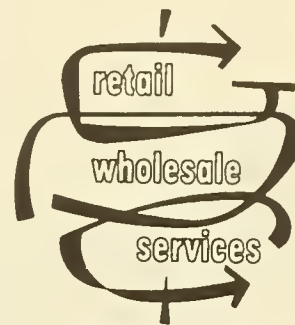
Systems and procedures were developed in the Systems Division, **Sol Dolleck**, Chief, by **Eugene Wendt**, Assistant Division Chief for Periodic Censuses, assisted by **Samuel Schweld**, Economic Census Program Manager. **William Lorenz**, Chief, Business Statistics Branch, assisted by **Barbara Barton**, developed and supervised the electronic computer editing.

Editorial supervision was provided by **Julia Moring** of the Administrative and Publications Services Division.

Arthur Horowitz, in his capacity as the coordinator of the economic censuses, made important contributions to the planning and operational phases of the work.

Special acknowledgment is due to the many businesses whose cooperation has contributed to the publication of the data.

1967 CENSUS OF BUSINESS



BC67-MLS-3

Retail Trade MERCHANDISE LINE SALES

ALASKA

Issued July 1970



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
Rocco C. Siciliano, Under Secretary
Harold C. Passer, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS George Hay Brown, Director

RETAIL TRADE
 MERCHANDISE
 LINE SALES

Alaska

CONTENTS

[Page numbers listed here omit State prefix, 3 -, which appears as part of number for each page]

	Introduction	III
	Merchandise Line Sales	IV
	State Map	1
	Chart on Merchandise Line Sales of Retail Establishments: 1967	2
TABLE 1	The State: 1967	3
2	Standard Metropolitan Statistical Areas, by Kind of Business: 1967	10
3	Area Outside Standard Metropolitan Statistical Areas: 1967	10
4	Sales Coverage of Establishments Reporting Merchandise Lines: 1967	10
APPENDIX A	General Explanation	11
B	Merchandise Line Reports Explanation	14
C	Retail Trade General Questions	24
D	Kind-of-Business Titles and Reporting-Form Numbers	26
E	Merchandise Lines, Codes, and Reporting-Form Numbers	27

Introduction

AUTHORITY AND SCOPE—The Economic Censuses are required by law under 13 U.S.C., sections 131, 191, and 224. The 1967 Census of Business portion of the Economic Censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

KINDS OF BUSINESS COVERED—Retail trade as defined in the Standard Industrial Classification (SIC) Manual¹ includes all establishments primarily engaged in selling merchandise to

¹ Executive Office of the President, Bureau of the Budget, **Standard Industrial Classification Manual, 1967.**

personal, household, and farm users. In this report, liquor stores operated by State and local governments have also been included in Retail Trade statistics. The basic retail trade tabulations do not include data for post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. Neither do the basic tabulations include data for administrative offices, captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. See the Kind-of-Business Classifications section of appendix A for definitions of the kind-of-business categories for which data are shown in this report.

CENSUS DISCLOSURE RULES—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

CORRECTIONS TO DATA—Data in this report comprise the statistical portions of previously published reports (Series BC-RA). Errors found after the final publications were issued have not been carried to specific areas in this report unless they significantly affect the data for such areas. As a result the detail in some tables may not add to totals.

Merchandise Line Sales

Introduction—The individual establishment (i.e. business location) is the unit to which a single kind-of-business classification is assigned and for which data are summarized in the case of most retail census tabulations. The resultant “kind-of-business” statistics do not reveal the merchandise line composition of retail sales and accordingly do not meet many important data needs of manufacturers, wholesalers, and other distributors; of the Government; of business analysts; nor of retailers themselves.

In order to meet some of these needs, merchandise line information was collected in the census and is presented in these tables. The information is in terms of broad merchandise line groupings. While for many purposes, the desired information is for data for individual commodities or for more detailed merchandise line categories than are shown in this report, the provision of greater detail was not found to be feasible for reasons indicated below.

The system used for the collection and tabulation of merchandise line data is substantially comparable to that used in the 1963 Census when it was introduced. Prior to the 1963 Census, merchandise line data were collected in the 1948 Census but with important differences in the system used.

In the 1967 Census procedures were modified from the 1963 Census in two respects: (1) the collection of data from small retailers was on a sample basis and (2) data in all tables are projected to represent “non-reporters” as well as “reporters,” whereas in the 1963 Census such projected tabulations were provided at the U.S. level only. Although the use of a sample introduces sampling variability to which the 1963 Census tabulations were not subject, both the 1963 and 1967 Censuses are substantially subject to the same limitations, as indicated below.

In planning the merchandise line inquiries for the 1967 Census, the Census Bureau, as previously, consulted extensively with trade associations and business firms, both for advice on the information to be provided by the census, and on the reportability of the data on which such information would be based. The amount of detail requested in the census reflected both of these considerations, with reportability, for the most part, being the limiting factor.

Limitations in Reporting Sales by Merchandise Lines—In investigating and testing methods of collecting merchandise line information, it was found that a breakdown of retail sales into about 25 major lines, with some additional detail for lines handled in significant quantities in selected kinds of business, was as much as it was feasible to request. Even with such a limited breakdown, it was found that there was

a tendency on the part of respondents to fail to identify, for a particular business, what were minor lines, and to include the sales of such minor lines with major ones. This deficiency has the effect of understating the number of outlets for individual merchandise lines; to a lesser extent it affects the measurement of the volume of sales of individual lines.

It should be noted that the merchandise line categories by which individual retailers group their sales are not uniform and, therefore, will not always correspond to categories established in a reporting system designed for general use. In addition, because many retailers had little, if any, recorded information on sales by line of merchandise, it is necessary to recognize that a substantial amount of estimating is involved in the reporting of the merchandise line inquiries. However, it was concluded that the effect of individual differences and of the use of approximations would be minimized in summary tabulations by the tendency for individual deviations to be offsetting. On this basis, figures for sales could constitute useful approximations to serve many important current requirements and would be adequate for measuring important changes occurring over fairly long intervals, as between successive censuses.

A related problem for a number of large retail firms is their lack of merchandise line records on an individual establishment basis. Such firms had information available only for the group of stores within a warehouse district or some other grouping used by the firm, so that it was necessary for them to derive their individual figures by using the pattern of sales shown by the entire group of stores.

Merchandise Line Inquiries—In 1967, as in the 1963 Census, there was a standard 25-line inquiry (these lines are identified in the various tables of the report by a merchandise line code ending in “O”). The 25 broad merchandise lines were devised to account for all the sales and receipts of retail establishments regardless of kind of business. In addition to the 25 major lines, additional detail within certain of these major lines was requested on some of the report forms. These additional or specialized lines (identified in the tables by a merchandise line code ending with a digit other than “O”), unlike the major lines, were not uniform, but were adapted to the merchandise line characteristics of an individual kind of business or a group of closely related kinds of business. Thus, while it is possible to compute a total for each of the broad merchandise lines to cover all kinds of retail business, this does not apply to the detailed or specialized lines.

Report Collection System—In the 1963 Census, merchandise line reporting was requested from all retailers with paid employment, thus accounting for about 95 percent of the total retail

trade sales volume. In the 1967 Census, merchandise line data were again restricted to employers but were based in part on a sample. All known multiunits and all large single units were canvassed for merchandise line data. However, only 10 percent of the approximately 500,000 small single unit employer establishments (generally in the range of 1 to 3 employees) were mailed a census form. Data inflated on the basis of this sample represented the "nonmail" portion of the employer universe. The "nonmail" group represented about 15 percent of total sales of establishments with payroll in most kinds of business. Selected kinds of business, such as department stores, were completely canvassed.

Coverage—The merchandise line data reflect the sales experience of retail employers only. However, reporting was incomplete or inadequate for about 17 percent of the total dollar volume of retail employers.

Table 4 presents coverage ranges for each kind of business shown for the State, each Standard Metropolitan Statistical Area, and the area within the State but outside all SMSA's. The kinds of business for which merchandise line data are shown vary depending on the number of establishments in the area. An (X) has been entered where data are not shown.

Coverage ranges for each kind of business indicate the degree to which sales were acceptably reported by broad merchandise lines and were determined by dividing the total sales of establishments reporting acceptable data for broad lines (whether or not additional detail lines were reported) by the total sales of all establishments classified in that particular kind of business.

In addition, coverage ranges are presented for some broad merchandise lines (where additional detail merchandise line information within the broad line was requested) indicating the degree to which detail lines within that broad line were acceptably reported. The table presents each broad line under which additional detail line reporting was requested and shows the degree to which businesses which reported the specified broad merchandise line gave the additional detail breakdown. The coverage range was computed by summing the detail line sales and dividing the result by the broad line sales. The resultant ratio was then multiplied by the coverage range for the kind of business to put both ratios on the same base.

Coverage ranges used for both kinds of business and broad lines are:

- A=90 percent or more reporting.
- B=80 to 89 percent reporting.
- C=70 to 79 percent reporting.
- D=60 to 69 percent reporting.
- E=Less than 60 percent reporting.

Except when precluded by the Census disclosure rules (see Introduction), data have been shown in tables 1, 2, and 3 for individual kinds of business when the dollar volume of reporting coverage was sufficient to account for 60 percent or more on an inflated basis (ranges A through D)—as contrasted with 60 percent or more on a reported basis in 1963.

As noted above, the fact that an establishment reports a merchandise line breakdown does not itself mean that all lines handled by the establishment are reported separately. There are a few instances where this limitation in the reporting is particularly apparent. For example, as a result of the trade custom of grouping soaps and paper products with dry groceries, a number of food stores apparently included amounts for such products with line 020 instead of in lines 120 and 500. Some understatement, previously referred to, also resulted from the dropping of lines with negligible sales amounts.

There is, of course, no assurance that the pattern for the stores reporting by merchandise lines is representative of those which did not report.

Description of the Tables—Tables 1, 2, and 3 in the 1967 report provide data for each kind of business and give, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the specific kind of business accounted for by each of the lines carried; and in addition, for each line, the degree of specialization in that line. Specialization is indicated by computing the percentage which sales of that line is of total sales of those establishments which handled that particular line.

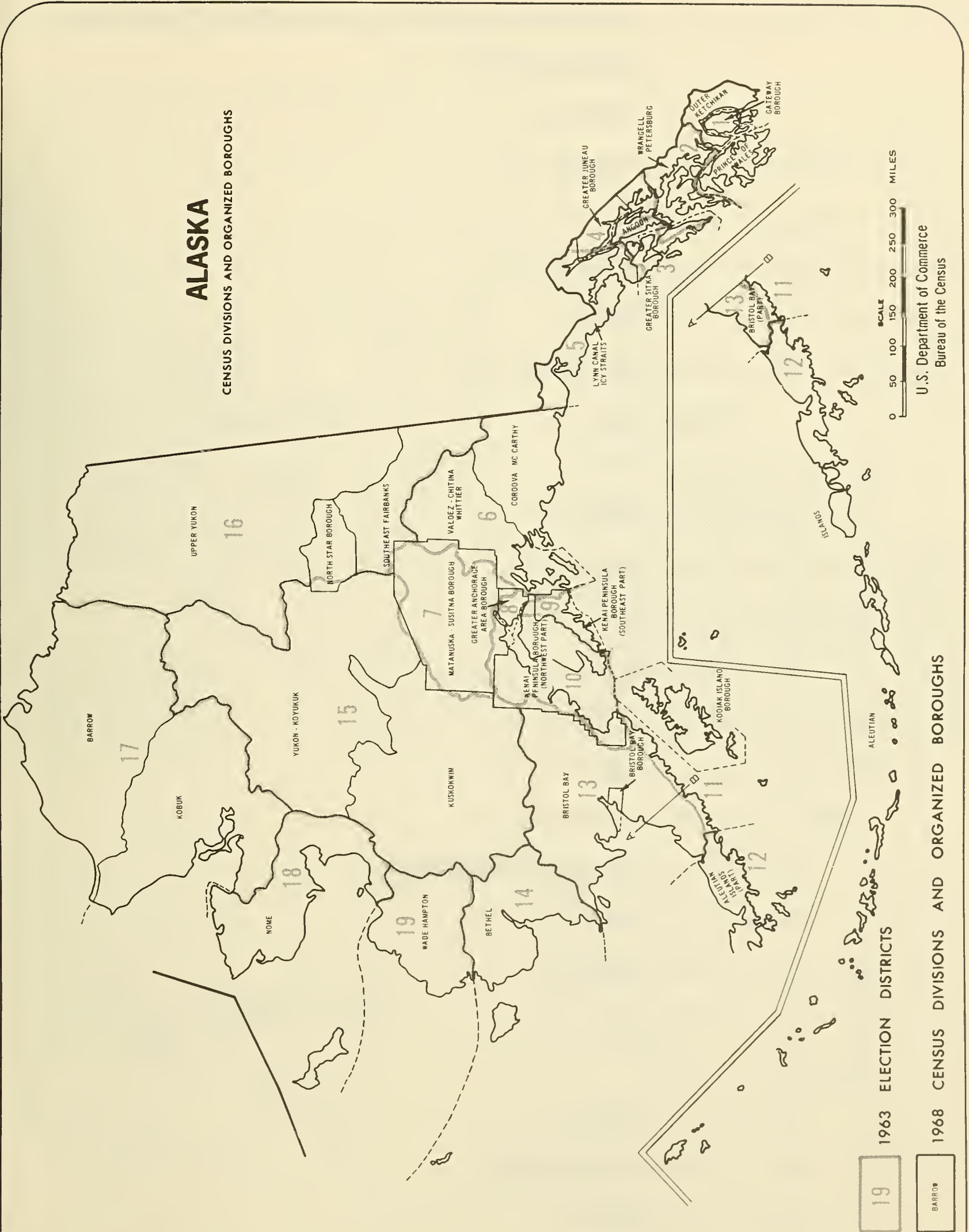
Table 4 presents information on reporting coverage which can be used as a guideline to evaluate the validity of the merchandise line tabulations. In addition, a table for use in computing sampling variability for such data is available in the report, United States Summary—Merchandise Line Sales (BC67-MLS1).

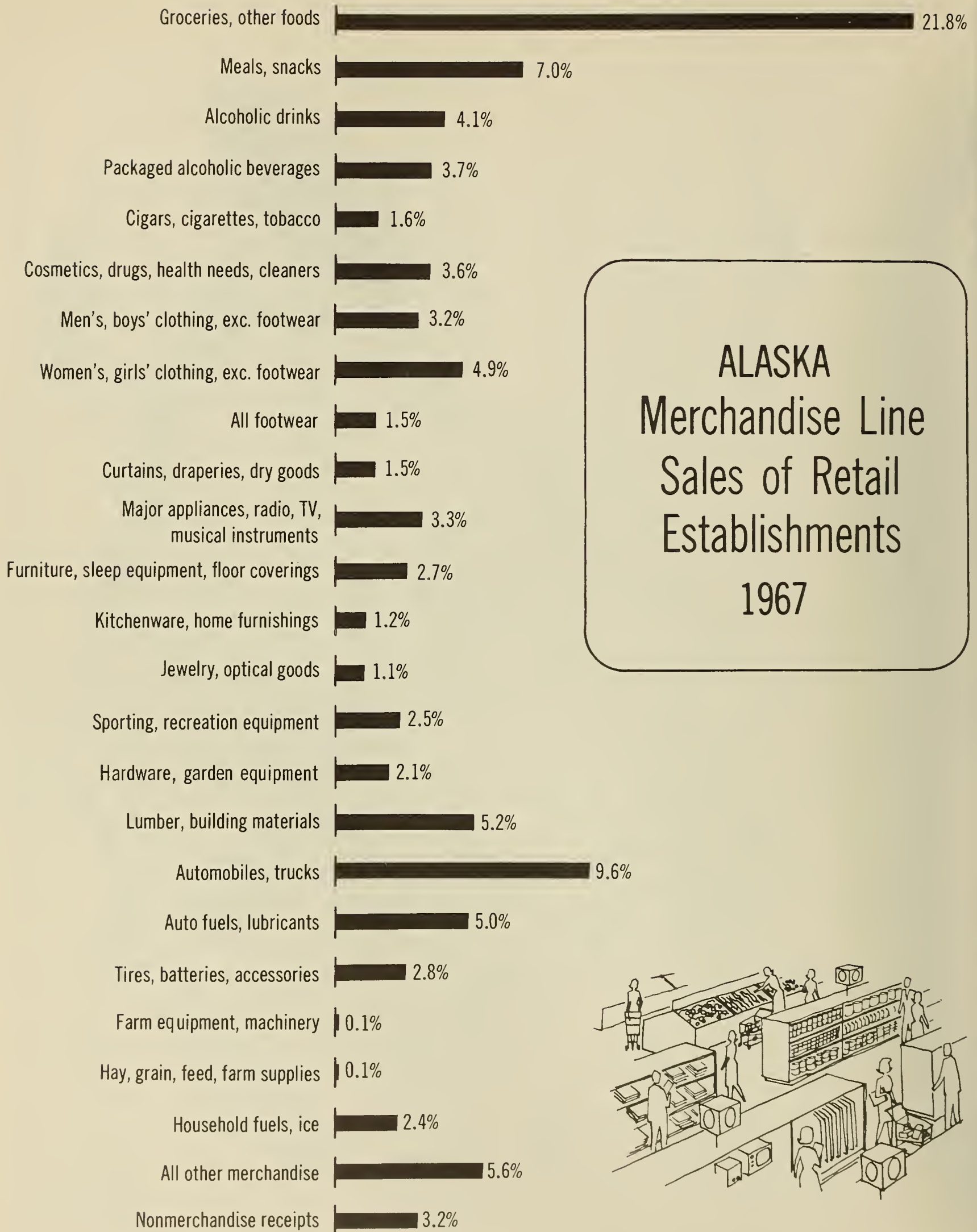
Information on detailed (as contrasted with broad) merchandise lines appears only in connection with the specific kind of business to which the lines apply. Data relating to the detailed lines are indented below the applicable broad line in the tabulations.

In 1967, data for lines which represent less than 0.05 percent and data for disclosure lines have been combined into a "miscellaneous merchandise" line within the applicable merchandise line grouping. Due to rounding procedures used, detail may not add to totals in the "sales" column and in the "all establishments" percentage column.

ALASKA

CENSUS DIVISIONS AND ORGANIZED BOROUGHES





1967 CENSUS OF BUSINESS, U.S. Department of Commerce, Bureau of the Census

TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines			Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines		
			Amount ¹ (\$1,000)	As percent of total sales of--					Amount ¹ (\$1,000)	As percent of total sales of--	
				Estab- lishments handling the line	All estab- lish- ments ¹					Estab- lishments handling the line	All estab- lish- ments ¹
	FISH (SEA FOOD) MARKETS (SIC 542 PT.)					380 AUTOMOBILES-TRUCKS	20	17 684	80.6	80.6	
	TOTAL	1	(D)	(X)	100.0	381 NEW PASSENGER CARS-RETAIL . . .	20	10 477	47.8	47.8	
	FRUIT STORES AND VEGETABLE MKTS. (SIC 543)					382 NEW PASSENGER CARS-WHOLESALE . .	4	430	2.7	2.0	
	TOTAL	-	-	(X)	-	383 NEW COMMERCIAL VEHICLES-RETAIL . .	13	2 325	12.6	10.6	
	CANDY, NUT, AND CONFECTIONERY STORES (SIC 544)					385 USED PASSENGER CARS-RETAIL . . .	20	3 417	15.6	15.6	
	TOTAL	2	(D)	(X)	100.0	387 MISCELLANEOUS MERCHANDISE	(X)	583	(X)	2.7	
	RETAIL BAKERIES (SIC 546)					400 AUTO FUELS-LUBRICANTS	15	175	.9	.8	
	TOTAL ²	5	219	(X)	100.0	403 MOTOR OILS-GREASES-OTHER OILS, MISCELLANEOUS MERCHANDISE	11	34	.7	.2	
	RETAIL BAKERIES-BAKING, SELLING (SIC 5462)					-		141	(X)	.6	
	TOTAL ²	5	219	(X)	100.0	420 AUTO TIRES-BATTERIES-ACCESS. . . .	20	1 976	9.0	9.0	
	RETAIL BAKERIES--SELLING ONLY (SIC 5463)					421 PARTS INSTALLED IN REPAIR WORK	20	941	4.3	4.3	
	TOTAL	-	-	(X)	-	422 PARTS-WHOLESALE	18	608	2.8	2.8	
	DAIRY PRODUCTS STORES (SIC 545)					423 PARTS-RETAIL	18	284	1.3	1.3	
	TOTAL	1	(D)	(X)	100.0	424 AUTOMOBILE TIRES-BATTERIES-ACC	13	140	.8	.6	
	EGG AND POULTRY DEALERS (SIC 549 PT.)					520 NONMERCHANTOISE RECEIPTS	19	2 086	9.5	9.5	
	TOTAL	-	-	(X)	-	527 SERVICE LABOR	19	1 704	7.8	7.8	
	OTHER MISCELLANEOUS FOOD STORES (SIC 549 PT.)					528 OTHER NONMERCHANTOISE RECEIPTS.	7	381	2.3	1.7	
	TOTAL	2	(D)	(X)	100.0	- MISCELLANEOUS MERCHANDISE	(X)	15	(X)	.1	
	AUTOMOTIVE DEALERS (SIC 55 EX. 554)					DEALERS WITH IMPORTED CAR FRANCHISE ONLY (SIC 551 PT.)					
	TOTAL	76	56 461	(X)	100.0	TOTAL	3	(D)	(X)	100.0	
300	SPORTING-RECREATION EQUIPMENT . .	15	3 028	79.4	5.4	DEALERS WITH DOMESTIC AND IMPORT CAR FRANCHISES (SIC 551 PT.)					
320	HARDWARE-GARDENING EQUIPMENT . .	6	217	6.2	.4	TOTAL	8	(D)	(X)	100.0	
380	AUTOMOBILES-TRUCKS	43	36 876	76.5	65.3	380 AUTOMOBILES-TRUCKS	8	83.4	83.4		
400	AUTO FUELS-LUBRICANTS	25	684	2.7	1.2	381 NEW PASSENGER CARS-RETAIL . . .	8	47.4	47.4		
420	AUTO TIRES-BATTERIES-ACCESS.	46	5 686	12.1	10.1	385 USED PASSENGER CARS-RETAIL . . .	8	19.4	19.4		
500	ALL OTHER MERCHANDISE	19	5 395	79.3	9.6	- MISCELLANEOUS MERCHANDISE	(X)	(X)	16.5		
520	NONMERCHANTOISE RECEIPTS	54	4 126	8.3	7.3	420 AUTO TIRES-BATTERIES-ACCESS. . . .	8	7.2	7.2		
-	MISCELLANEOUS MERCHANDISE	(X)	449	(X)	.8	421 PARTS INSTALLED IN REPAIR WORK	8	4.1	4.1		
	MOTOR VEHICLE DEALERS (SIC 551, 552)					422 PARTS-WHOLESALE	6	2.8	2.3		
	TOTAL	37	43 780	(X)	100.0	423 PARTS-RETAIL	6	.6	.5		
380	AUTOMOBILES-TRUCKS	37	36 011	82.3	82.3	- MISCELLANEOUS MERCHANDISE	(X)	(X)	.2		
400	AUTO FUELS-LUBRICANTS	21	616	2.7	1.4	520 NONMERCHANTOISE RECEIPTS	8	6.2	6.2		
420	AUTO TIRES-BATTERIES-ACCESS.	32	3 461	8.6	7.9	527 SERVICE LABOR	8	5.9	5.9		
520	NONMERCHANTOISE RECEIPTS	32	3 399	8.5	7.8	- MISCELLANEOUS MERCHANDISE	(X)	(X)	3.2		
-	MISCELLANEOUS MERCHANDISE	(X)	292	(X)	.7	MOTOR VEHICLE DEALERS--USED CARS ONLY (SIC 552)					
	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY (SIC 551 PT.)					TOTAL	6	2 927	(X)	100.0	
	TOTAL	20	21 936	(X)	100.0	380 AUTOMOBILES-TRUCKS	6	2 692	92.0	92.0	
						385 USED PASSENGER CARS-RETAIL . . .	6	1 757	60.0	60.0	
						- MISCELLANEOUS MERCHANDISE	(X)	933	(X)	31.9	
						- MISCELLANEOUS MERCHANDISE	(X)	235	(X)	8.0	
						TIRE, BATTERY, AND ACCESSORY OLRS (SIC 553)					
						TOTAL	11	2 767	(X)	100.0	
						420 AUTO TIRES-BATTERIES-ACCESS. . . .	11	2 185	79.0	79.0	
						- MISCELLANEOUS MERCHANDISE	(X)	582	(X)	21.0	
						HOME AND AUTO SUPPLY STORES (SIC 553 PT.)					
						TOTAL	1	(D)	(X)	100.0	
						OTHER TIRE, BATTERY, AND ACCESSORY DEALERS (SIC 553 PT.)					
						TOTAL	10	(D)	(X)	100.0	
						420 AUTO TIRES-BATTERIES-ACCESS. . . .	10	(D)	(X)	79.9	
						- MISCELLANEOUS MERCHANDISE	(X)	(D)	(X)	20.1	

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.
¹ Detail may not add to total due to rounding.
² Merchandise line detail withheld due to insufficient reporting.

TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines			Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines				
			Amount ¹ (\$1,000)	As percent of total sales of--					Amount ¹ (\$1,000)	As percent of total sales of--			
				Estab- lishments handling the line	All estab- lish- ments ¹					Estab- lishments handling the line	All estab- lish- ments ¹		
	BOAT DEALERS (SIC 5591)					160	WOMEN'S-GIRLS'CLOTHING,EX FOOTWR	34	95.0	95.0			
	TOTAL	12	4 026	(X)	100.0	163	MILLINERY	7	6.3	2.4			
300	SPORTING-RECREATION EQUIPMENT . .	12	3 006	74.7	74.7	164	HOSIERY	15	2.6	1.3			
520	NONMERCHANTISE RECEIPTS	8	159	4.7	3.9	165	LINGERIE	29	7.4	7.4			
-	MISCELLANEOUS MERCHANDISE	(X)	860	(X)	21.4	168	WOMEN'S BLOUSES-SPTSWR	30	24.2	22.6			
	HOUSEHOLD TRAILER DEALERS (SIC 5592)					172	DRESSES	34	37.3	37.3			
	TOTAL ²	12	4 890	(X)	100.0	173	COATS-SUITS	31	16.0	16.0			
	AIRCRAFT, MOTORCYCLE DEALERS (SIC 5599 PT.)					174	HANOBAGS	23	3.7	3.0			
	TOTAL	2	(0)	(X)	100.0	-	MISCELLANEOUS MERCHANDISE	(X)	(X)	5.0			
	AUTOMOTIVE DEALERS, N.E.C. (SIC 5599 PT.)						MILLINERY STORES (SIC 563 PT.)						
	TOTAL	2	(0)	(X)	100.0		TOTAL	-	-	(X) -			
	GASOLINE SERVICE STATIONS (SIC 554)						CORSET AND LINGERIE STORES (SIC 563 PT.)						
	TOTAL	120	23 233	(X)	100.0		TOTAL	-	-	(X) -			
020	GROCERIES-OTHER FOODS	8	68	8.5	.3		OTHER WOMEN'S ACCESSORY SPECIALTY STORES (SIC 563 PT.)						
100	CIGARS-CIGARETTES-TOBACCO	14	99	6.7	.4		TOTAL	1	(0)	(X) 100.0			
380	AUTOMOBILES-TRUCKS	5	347	19.7	1.5		FURRIERS AND FUR SHOPS (SIC 568)						
	TOTAL	8	68	8.5	.3		TOTAL	0	(0)	(X) 100.0			
400	AUTO FUELS-LUBRICANTS	120	17 983	77.4	77.4	160	WOMEN'S-GIRLS'CLOTHING,EX FOOTWR	6	87.9	87.9			
401	GASOLINE	119	16 474	72.5	70.9	175	FURS	6	85.7	85.7			
402	OTHER AUTOMOTIVE FUELS	19	740	15.3	3.2	-	MISCELLANEOUS MERCHANDISE	(X)	(X)	2.2			
403	MOTOR OILS-GREASES-OTHER OILS . .	110	767	3.6	3.3	-	MISCELLANEOUS MERCHANDISE	(X)	(X)	12.1			
420	AUTO TIRES-BATTERIES-ACCESS	99	2 909	13.1	12.5		MEN'S AND BOYS' CLOTHING FURNISHINGS STORES (SIC 561)						
421	PARTS INSTALLED IN REPAIR WORK . .	42	585	7.4	2.5		TOTAL	17	4 002	(X) 100.0			
423	PARTS-RETAIL	17	195	4.3	.8		140	MEN'S-BOYS' CLOTHING EXC FOOTWR.	17	3 198	79.9		
424	AUTOMOBILE TIRES-BATTERIES-ACC . .	96	2 219	10.4	9.2		180	ALL FOOTWEAR	11	404	10.3		
480	HOUSEHOLD FUELS-ICE	8	65	3.7	.3		200	CURTAINS-DRAPERIES-DRY GOODS . .	3	18	1.2		
520	NONMERCHANTISE RECEIPTS	94	1 683	8.0	7.2		240	FURNITURE-SLEEP EQUIP-FLOOR COV.	3	9	.6		
527	SERVICE LABOR	91	1 359	6.7	5.8		260	KITCHENWARE-HOME FURNISHINGS . .	4	48	2.2		
-	MISCELLANEOUS MERCHANDISE	(X)	79	(X)	.3		280	JEWELRY-OPTICAL GOODS	3	10	.6		
	APPAREL AND ACCESSORY STORES (SIC 56)						300	SPORTING-RECREATION EQUIPMENT . .	5	200	8.0		
	TOTAL	87	13 003	(X)	100.0		320	HARDWARE-GARDENING EQUIPMENT . .	4	48	2.2		
140	MEN'S-BOYS' CLOTHING EXC FOOTWR.	31	4 067	69.2	31.3		S20	NONMERCHANTISE RECEIPTS	5	34	3.8		
160	WOMEN'S-GIRLS'CLOTHING,EX FOOTWR	57	5 324	81.3	40.9		-	MISCELLANEOUS MERCHANDISE	(X)	33	(X) .8		
180	ALL FOOTWEAR	37	2 844	33.1	21.9			CUSTOM TAILORS (SIC 567)					
200	CURTAINS-DRAPERIES-DRY GOODS . .	8	122	4.2	.9			TOTAL ²	3	106	(X) 100.0		
240	FURNITURE-SLEEP EQUIP-FLOOR COV.	4	10	1.1	.1			FAMILY CLOTHING STORES (SIC 565)					
260	KITCHENWARE-HOME FURNISHINGS . .	6	77	2.6	.6			TOTAL	9	2 255	(X) 100.0		
280	JEWELRY-OPTICAL GOODS	8	85	3.5	.7			140	MEN'S-BOYS' CLOTHING EXC FOOTWR.	9	773	34.3	
300	SPORTING-RECREATION EQUIPMENT . .	6	202	9.5	1.6			142	BOYS' CLOTHING	8	146	6.5	
320	HARDWARE-GARDENING EQUIPMENT . .	4	49	2.7	.4			143	MEN'S TAILORED OUTERWEAR	7	181	8.0	
S20	NONMERCHANTISE RECEIPTS	24	160	5.4	1.2			144	OTHER MEN'S OUTERWEAR	8	165	7.3	
-	MISCELLANEOUS MERCHANDISE	(X)	63	(X)	.5			146	OTHER MEN'S CLOTHING	8	277	12.3	
	WOMEN'S CLOTHING, SPECIALTY STRS. FURRIERS (SIC 562, 3, 8)							-	MISCELLANEOUS MERCHANDISE	(X)	4	(X) .2	
	TOTAL	41	3 988	(X)	100.0				160	WOMEN'S-GIRLS'CLOTHING,EX FOOTWR	9	1 160	51.4
160	WOMEN'S-GIRLS'CLOTHING,EX FOOTWR	41	3 724	93.4	93.4				161	CHILDREN'S-INFANTS' WEAR	7	212	9.4
S20	NONMERCHANTISE RECEIPTS	11	75	7.6	1.9				165	LINGERIE	7	143	6.3
-	MISCELLANEOUS MERCHANDISE	(X)	188	(X)	4.7				168	WOMEN'S BLOUSES-SPTSWR	8	311	13.8
	WOMEN'S READY-TO-WEAR STORES (SIC 562)								172	DRESSES	8	196	8.7
	TOTAL	34	(0)	(X)	100.0				173	COATS-SUITS	7	135	6.0
									-	MISCELLANEOUS MERCHANDISE	(X)	163	(X) 7.2
									-	MISCELLANEOUS MERCHANDISE	(X)	322	(X) 14.3

Standard Notes: - Represents zero. D Withheld to avoid disclosure.
¹Detail may not add to total due to rounding.
²Merchandise line detail withheld due to insufficient reporting.

NA Not available. X Not applicable. Z Less than 0.05 percent.

TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines			Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines							
			Amount ¹ (\$1,000)	As percent of total sales of--					Amount ¹ (\$1,000)	As percent of total sales of--						
				Establishments handling the line	All establishments ²					Establishments handling the line	All establishments ²					
	SHOE STORES (SIC 566)															
	TOTAL	15	(D)	(X)	100.0											
160	WOMEN'S-GIRLS' CLOTHING EX FOOTWR	3	(D)	(X)	8.5	240	FLOOR COVERINGS STORES (SIC 5713)	6	2 047	(X)	100.0					
180	ALL FOOTWEAR	15			97.2		1.9					FURNITURE-SLEEP EQUIP-FLOOR COV.	6	1 921	93.8	93.8
520	NONMERCHANOISE RECEIPTS.	4			4.6		1.0					MISCELLANEOUS MERCHANOISE.	(X)	126	(X)	6.2
	MEN'S SHOE STORES (SIC 566 PT.)															
	TOTAL	-	-	(X)	-											
	WOMEN'S SHOE STORES (SIC 566 PT.)															
	TOTAL	2	(D)	(X)	100.0											
	CHILDREN'S AND JUVENILES' SHOE STORES (SIC 566 PT.)															
	TOTAL	-	-	(X)	-											
	FAMILY SHOE STORES (SIC 566 PT.)															
	TOTAL	13	2 127	(X)	100.0											
180	ALL FOOTWEAR	13	2 097	98.6	98.6	220	MAJOR APPL-RAADIO-TV-MUSICAL INST	6	1 685	100.0	100.0					
520	NONMERCHANOISE RECEIPTS.	3	18	3.7	.8	224	NEW MAJOR APPLIANCES	6	1 685	100.0	100.0					
-	MISCELLANEOUS MERCHANOISE.	(X)	12	(X)	.6											
	CHILDREN'S AND INFANTS' WR. STRS. (SIC 564)															
	TOTAL	2	(D)	(X)	100.0											
	MISC. APPAREL AND ACCESSORY STRS. (SIC 569)															
	TOTAL ²	-	-	(X)	-											
	FURNITURE, HOME FURNISHINGS AND EQUIPMENT STORES (SIC 57)															
	TOTAL	48	14 576	(X)	100.0											
200	CURTAINS-ORAPERIES-ORY GOODS . .	9	336	6.9	2.3											
220	MAJOR APPL-RAADIO-TV-MUSICAL INST	35	5 989	49.5	41.1											
240	FURNITURE-SLEEP EQUIP-FLOOR COV.	24	6 612	63.9	45.4											
260	KITCHENWARE-HOME FURNISHINGS . .	8	431	8.0	3.0											
500	ALL OTHER MERCHANOISE.	5	156	4.9	1.1											
520	NONMERCHANOISE RECEIPTS.	17	473	6.2	3.2	020	GROCERIES-OTHER FOODS.	25	247	17.1	.6					
-	MISCELLANEOUS MERCHANOISE.	(X)	579	(X)	4.0	040	MEALS-SNACKS	321	25 122	76.8	56.9					
	FURNITURE STORES (SIC 5712)					060	ALCOHOLIC DRINKS	233	15 809	62.1	35.8					
	TOTAL	17	7 557	(X)	100.0	080	PACKAGED ALCOHOLIC BEVERAGES . .	57	1 843	19.3	4.2					
200	CURTAINS-ORAPERIES-ORY GOODS . .	5	168	4.1	2.2	100	CIGARS-CIGARETTES-TOBACCO. . . .	80	276	2.6	.6					
220	MAJOR APPL-RAADIO-TV-MUSICAL INST	11	1 619	23.0	21.4	500	ALL OTHER MERCHANOISE.	11	132	5.8	.3					
240	FURNITURE-SLEEP EQUIP-FLOOR COV.	17	4 436	58.7	58.7	520	NONMERCHANOISE RECEIPTS.	79	586	6.1	1.3					
243	SLEEP EQUIPMENT.	15	1 098	16.3	14.5	-	MISCELLANEOUS MERCHANOISE. . . .	(X)	115	(X)	.3					
244	OTHER HOUSEHOLD FURNITURE. . . .	17	2 398	31.7	31.7											
245	FLOOR COVERINGS-SOFT SURFACE . .	11	568	11.0	7.5											
-	MISCELLANEOUS MERCHANOISE. . . .	(X)	75	(X)	1.0											
260	KITCHENWARE-HOME FURNISHINGS . .	8	422	7.9	5.6											
500	ALL OTHER MERCHANOISE.	3	72	2.6	1.0											
520	NONMERCHANOISE RECEIPTS.	9	263	4.6	3.5											
-	MISCELLANEOUS MERCHANOISE. . . .	(X)	576	(X)	7.6											
	HOME FURNISHINGS STORES (OTHER 571)															
	TOTAL	9	2 181	(X)	100.0											
240	FURNITURE-SLEEP EQUIP-FLOOR COV.	6	1 922	94.1	88.1											
-	MISCELLANEOUS MERCHANOISE. . . .	(X)	259	(X)	11.9											

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.
¹ Detail may not add to total due to rounding.
² Merchandise line detail withheld due to insufficient reporting.

TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines			Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines		
			Amount ¹ (\$1,000)	As percent of total sales of--					Amount ¹ (\$1,000)	As percent of total sales of--	
				Establishments handling the line	All establishments ¹					Establishments handling the line	All establishments ¹
	CAFETERIAS (SIC 5812 PT.)				180	ALL FOOTWEAR	8	38	12.5	.1	
	TOTAL ²	11	640	(X) 100.0	220	MAJOR APPL-RADIO-TV-MUSICAL INST	13	233	9.5	.7	
	REFRESHMENT PLACES (SIC 5812 PT.)				240	FURNITURE-SLEEP EQUIP-FLOOR COV.	5	189	28.5	.6	
	TOTAL ²	52	3 674	(X) 100.0	260	KITCHENWARE-HOME FURNISHINGS . .	18	277	17.3	.9	
	DRINKING PLACES (ALCOHOLIC BEV.) (SIC 5813)				280	JEWELRY-OPTICAL GOODS	45	2 434	73.7	7.6	
	TOTAL	160	16 482	(X) 100.0	300	SPORTING-RECREATION EQUIPMENT . .	17	1 600	100.0	5.0	
040	MEALS-SNACKS	70	1 124	17.7 6.8	320	HARDWARE-GARDENING EQUIPMENT . .	6	214	29.1	.7	
060	ALCOHOLIC DRINKS	160	13 275	80.5 80.5	340	LUMBER-BUILDING MATERIALS	3	82	6.8	.3	
080	PACKAGED ALCOHOLIC BEVERAGES . .	50	1 687	22.5 10.2	420	AUTO TIRES-BATTERIES-ACCESS. . . .	4	173	16.6	.5	
100	CIGARS-CIGARETTES-TOBACCO	44	158	2.2 1.0	480	HOUSEHOLD FUELS-ICE	30	8 746	63.6	27.3	
500	ALL OTHER MERCHANDISE	4	12	2.2 .1	500	ALL OTHER MERCHANDISE	71	4 722	65.9	14.7	
520	NONMERCHANDISE RECEIPTS	26	172	4.2 1.0	520	NONMERCHANDISE RECEIPTS	68	706	5.4	2.2	
-	MISCELLANEOUS MERCHANDISE	(X)	53	(X) .3	-	MISCELLANEOUS MERCHANDISE	(X)	1 083	(X)	3.4	
	DRUG STORES AND PROPRIETARY STRS. (SIC 591)					LIQUOR STORES (SIC 592)					
	TOTAL	35	(O)	(X) 100.0		TOTAL ²	64	11 713	(X)	100.0	
020	GROCERIES-OTHER FOODS	16		4.1 1.7		ANTIQUÉ STORES (SIC 5932)					
040	MEALS-SNACKS	12		7.8 3.0		TOTAL	-	-	(X)	-	
080	PACKAGED ALCOHOLIC BEVERAGES . .	6		6.4 1.3		SECONDHAND STORES (SIC 5933)					
100	CIGARS-CIGARETTES-TOBACCO	27		6.2 5.5		TOTAL	8	620	(X)	100.0	
120	COSMETICS-DRUGS-CLEANERS	35		56.1 56.1		SPORTING GOODS STORES (SIC 5952)					
140	MEN'S-BOYS' CLOTHING EXC FOOTWR.	3		1.4 .5		TOTAL ²	12	1 770	(X)	100.0	
160	WOMEN'S-GIRLS' CLOTHING EXC FOOTWR	8		2.2 .9		BICYCLE SHOPS (SIC 5953)					
200	CURTAINS-DRAPERIES-DRY GOODS . .	6		2.2 .8		TOTAL	-	-	(X)	-	
220	MAJOR APPL-RADIO-TV-MUSICAL INST	12		3.9 1.8		JEWELRY STORES (SIC 597)					
260	KITCHENWARE-HOME FURNISHINGS . .	18		5.5 4.3		TOTAL ²	18	1 813	(X)	100.0	
280	JEWELRY-OPTICAL GOODS	24		4.3 4.0		FUEL OIL DEALERS (SIC 5983)					
300	SPORTING-RECREATION EQUIPMENT . .	6		3.4 1.6		TOTAL	21	8 014	(X)	100.0	
320	HARDWARE-GARDENING EQUIPMENT . .	6		6.7 2.4		HOUSEHOLD FUELS-ICE	21	7 348	91.7	91.7	
500	ALL OTHER MERCHANDISE	25		15.0 14.1		OTHER FUELS	21	7 348	91.7	91.7	
520	NONMERCHANDISE RECEIPTS	14		3.4 1.5		NONMERCHANDISE RECEIPTS	11	280	6.6	3.5	
-	MISCELLANEOUS MERCHANDISE	(X)		(X) .5		MISCELLANEOUS MERCHANDISE	(X)	386	(X)	4.8	
	DRUG STORES (SIC 591 PT.)					LIQUEFIED PETRL. GAS (BTTLD. GAS) DEALERS (SIC 5984)					
	TOTAL	34	16 668	(X) 100.0		TOTAL	7	(O)	(X)	100.0	
020	GROCERIES-OTHER FOODS	16	290	4.1 1.7		MAJOR APPL-RADIO-TV-MUSICAL INST	5		6.9	6.9	
040	MEALS-SNACKS	12	508	7.8 3.0		HOUSEHOLD FUELS-ICE	7		80.7	80.7	
080	PACKAGED ALCOHOLIC BEVERAGES . .	6	215	6.4 1.3		OTHER LP GAS SALES	7		80.0	80.0	
100	CIGARS-CIGARETTES-TOBACCO	27	914	6.2 5.5		MISCELLANEOUS MERCHANDISE	(X)	(O)	(X)	.5	
120	COSMETICS-DRUGS-CLEANERS	34	9 337	56.0 56.0		ALL OTHER MERCHANDISE	4		5.7	5.7	
121	MEDICINES EXC. PRESCRIPTION . . .	33	3 602	21.8 21.6	480	NONMERCHANDISE RECEIPTS	6		3.5	3.5	
122	PRESCRIPTION MEDICINES	34	3 033	18.2 18.2	483	MISCELLANEOUS MERCHANDISE	(X)		(X)	3.1	
123	ALL OTHER DRUGS-PROPRIETARIES . .	27	2 328	17.4 14.0		FUEL AND ICE DEALERS, N.E.C. (SIC 5982)					
140	MEN'S-BOYS' CLOTHING EXC FOOTWR.	3	85	1.4 .5		TOTAL	2	(D)	(X)	100.0	
160	WOMEN'S-GIRLS' CLOTHING EXC FOOTWR	8	156	2.2 .9		GROCERIES-OTHER FOODS	14	369	9.4	1.2	
200	CURTAINS-DRAPERIES-DRY GOODS . .	6	140	2.2 .8		ALCOHOLIC DRINKS	4	306	28.5	1.0	
220	MAJOR APPL-RADIO-TV-MUSICAL INST	12	309	4.1 1.9		PACKAGED ALCOHOLIC BEVERAGES . .	64	10 452	100.0	32.6	
260	KITCHENWARE-HOME FURNISHINGS . .	18	714	5.5 4.3		CIGARS-CIGARETTES-TOBACCO	20	409	10.0	1.3	
280	JEWELRY-OPTICAL GOODS	24	663	4.3 4.0							
300	SPORTING-RECREATION EQUIPMENT . .	6	263	3.4 1.6							
320	HARDWARE-GARDENING EQUIPMENT . .	6	393	6.7 2.4							
500	ALL OTHER MERCHANDISE	25	2 352	15.0 14.1							
520	NONMERCHANDISE RECEIPTS	14	253	3.4 1.5							
-	MISCELLANEOUS MERCHANDISE	(X)	76	(X) .5							
	PROPRIETARY STORES (SIC 591 PT.)										
	TOTAL	1	(O)	(X) 100.0							
	MISCELLANEOUS RETAIL STORES (SIC 59 EX. 591)										
	TOTAL	203	32 033	(X) 100.0							

Standard Notes: - Represents zero. D Withheld to avoid disclosure. ¹Detail may not add to total due to rounding. ²Merchandise line detail withheld due to insufficient reporting.

NA Not available. X Not applicable. Z Less than 0.05 percent.

TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines			Merchandise line code	Kind of business and merchandise line	Establishments (number)	Sales of specified merchandise lines		
			Amount ¹ (\$1,000)	As percent of total sales of--					Amount ¹ (\$1,000)	As percent of total sales of--	
				Estab- lishments handling the line	All estab- lish- ments ¹					Estab- lishments handling the line	All estab- lish- ments ¹
	FLORISTS (SIC 5992)				020	GROCERIES—OTHER FOODS	4		7.4	3.0	
	TOTAL ²	5	587	(X) 100.0	100	CIGARS—CIGARETTES—TOBACCO	6	37.5	15.2		
	CIGAR STORES AND STANOS (SIC 5993)				120	COSMETICS—DRUGS—CLEANERS	9	1.0	.9		
	TOTAL	-	-	(X) -	140	MEN'S—BOYS' CLOTHING EXC FOOTWR.	10	6.2	5.6		
	BOOK STORES (SIC 5942)				160	WOMEN'S—GIRLS' CLOTHING EXC FOOTWR	11	13.2	11.9		
	TOTAL ²	3	211	(X) 100.0	180	ALL FOOTWEAR	10	2.7	2.5		
	STATIONERY STORES (SIC 5943)				200	CURTAINS—DRAPERIES—DRY GOODS . . .	10	6.8	6.2		
	TOTAL	2	(D)	(X) 100.0	220	MAJOR APPL—RADIO—TV—MUSICAL INST	10	14.9	13.4		
	HAY, GRAIN, AND FEED STORES (SIC 5962)				240	FURNITURE—SLEEP EQUIP—FLOOR COV.	9	4.5	4.1		
	TOTAL	2	(D)	(X) 100.0	260	KITCHENWARE—HOME FURNISHINGS . . .	10	1.8	1.7		
	OTHER FARM SUPPLY STORES (SIC 5969 PT.)				280	JEWELRY—OPTICAL GOODS	10	.5	.5		
	TOTAL	1	(D)	(X) 100.0	300	SPORTING—RECREATION EQUIPMENT . . .	10	2.4	2.2		
	GARDEN SUPPLY STORES (SIC 5969 PT.)				320	HAZARD—GARDENING EQUIPMENT	10	3.6	3.3		
	TOTAL	1	(D)	(X) 100.0	340	LUMBER—BUILDING MATERIALS	9	4.4	4.0		
	NEWS DEALERS AND NEWSSTANDS (SIC 5994)				380	AUTOMOBILES—TRUCKS	4	.1	.1		
	TOTAL	-	-	(X) -	420	AUTO TIRES—BATTERIES—ACCESS.	9	3.2	2.9		
	HOBBY, TOY, AND GAME SHOPS (SIC 5995)				440	FARM EQUIPMENT MACHINERY	8	1.2	1.1		
	TOTAL ²	5	187	(X) 100.0	500	ALL OTHER MERCHANDISE	11	8.0	7.4		
	CAMERA AND PHOTO SUPPLY STORES (SIC 5996)				520	NONMERCHANDISE RECEIPTS	11	13.7	12.9		
	TOTAL	8	807	(X) 100.0	-	MISCELLANEOUS MERCHANDISE	(X)	(X)	1.2		
500	ALL OTHER MERCHANDISE	8	721	89.3 89.3		MAIL ORDER HOUSES (SIC 532)					
-	MISCELLANEOUS MERCHANDISE	(X)	86	(X) 10.7		TOTAL	11	(D)	(X) 100.0		
	GIFT, NOVELTY, AND SOUVENIR SHOPS (SIC 5997)				120	COSMETICS—DRUGS—CLEANERS	9	1.1	1.1		
	TOTAL	26	2 682	(X) 100.0	140	MEN'S—BOYS' CLOTHING EXC FOOTWR.	10	7.3	7.3		
260	KITCHENWARE—HOME FURNISHINGS . . .	6	94	24.6 3.5	160	WOMEN'S—GIRLS' CLOTHING EXC FOOTWR	11	15.6	15.6		
280	JEWELRY—OPTICAL GOODS	13	366	29.8 13.6	180	ALL FOOTWEAR	10	3.2	3.2		
500	ALL OTHER MERCHANDISE	26	1 976	73.7 73.7	200	CURTAINS—DRAPERIES—DRY GOODS . . .	10	8.1	8.1		
520	NONMERCHANDISE RECEIPTS	9	27	4.1 1.0	220	MAJOR APPL—RADIO—TV—MUSICAL INST	10	17.4	17.4		
-	MISCELLANEOUS MERCHANDISE	(X)	219	(X) 8.2	240	FURNITURE—SLEEP EQUIP—FLOOR COV.	9	5.4	5.4		
	OPTICAL GOODS STORES (SIC 5999 PT.)				260	KITCHENWARE—HOME FURNISHINGS . . .	10	2.3	2.3		
	TOTAL ²	8	499	(X) 100.0	280	JEWELRY—OPTICAL GOODS	10	.6	.6		
	RETAIL STORES, N.E.C. (SIC 5999 PT.)				300	SPORTING—RECREATION EQUIPMENT . . .	10	2.9	2.9		
	TOTAL ²	11	727	(X) 100.0	320	HAZARD—GARDENING EQUIPMENT	10	4.3	4.3		
	NONSTORE RETAILERS (SIC 53 PART*)				340	LUMBER—BUILDING MATERIALS	9	5.2	5.2		
	TOTAL	17	(D)	(X) 100.0	380	AUTOMOBILES—TRUCKS	4	.1	.1		
					420	AUTO TIRES—BATTERIES—ACCESS.	9	3.7	3.7		
					440	FARM EQUIPMENT MACHINERY	8	1.5	1.5		
					500	ALL OTHER MERCHANDISE	10	6.6	6.6		
					520	NONMERCHANDISE RECEIPTS	10	14.5	14.5		
					-	MISCELLANEOUS MERCHANDISE	(X)	(X)	.1		
						MERCHANDISING MACHINE OPERATORS (SIC 534)					
						TOTAL ²	5	1 480	(X) 100.0		
						DIRRECT SELLING ESTABLISHMENTS (SIC 535)					
						TOTAL	1	(D)	(X) 100.0		

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.
 *Nonstore retailers, part of SIC major group 53, are shown separately in this table.
¹Detail may not add to total due to rounding.
²Merchandise line detail withheld due to insufficient reporting.

TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967

(Not applicable)

TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967

(Not applicable)

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967

(Not applicable)

GENERAL EXPLANATION

CENSUS COVERAGE

Method of Coverage—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all “employer” establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for “nonemployers” was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the “mail universe” and the “nonmail” universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

1. **The “nonmail” universe**—This group consists of firms which were not required to file a regular census return and includes the following categories:

a. **All “nonemployers”**—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See “Comparison of the 1963 Census With the 1967 Census,” item 4, on the next page.)

In the 1967 Census, data for all non-employer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the non-employer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail non-employer firms which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

b. **Selected “small employers”**—“Employers” consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. “Small employers” consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the “mail” universe). The cutoff varied by kind of

business and was designed, in most cases, to limit the “nonmail” group to establishments which would account for approximately 20 percent of total sales in each kind of business. The “number-of-employee” equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for “under cutoff” employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

2. **The “mail” universe**—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The “mail” universe includes the following categories:

a. **Firms in the census prec canvass**—The census prec canvass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the prec canvass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the prec canvass.

b. **Firms not in the census prec canvass**—Other firms included in the “mail” universe consist of the following categories:

- (1) The 10 percent of “small employer” firms referred to in section 1-b above.
- (2) Other employers than those covered by section 1-b or 2-a above.

Comparison of the 1963 Census with the 1967 Census—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

1. **Classification**—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for “nonemployer” firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of “employer” and “nonemployer”

establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

- a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.
- b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.
- c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.
- d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

2. Areas—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.

3. Active proprietors—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two proprietors for each establishment in business during the week of November 15. In the 1967 Census, the count of active proprietors was based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multi-units firms:

- a. All "employer" firms which had first quarter 1967 payroll.
- b. All "nonemployer" firm not in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

4. Coverage of nonemployers—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census nonemployer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an in-scope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. **Payroll**—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

Types of Areas Covered—The 1967 Census reports present data by kind of business for the following areas:

1. The State as a whole.
2. Each standard metropolitan statistical area.
3. Each county.
4. Each "city" of 2,500 inhabitants or more.

The term "city" for purposes of these reports includes places having 2,500 inhabitants or more in the 1960 Census of Population (or later special censuses) and which were incorporated as cities, boroughs, villages, or towns. It does not include towns in New England, New York, and Wisconsin which are not considered "incorporated places" for Census Bureau purposes.

In addition, data are shown for the following areas not classified as incorporated places:

1. Towns in the New England States which had an urban population, by Census of Population rules, of 2,500 inhabitants or more or which had a total population of 10,000 or more.

2. Townships in New Jersey and Pennsylvania which had 10,000 inhabitants or more.

The standard metropolitan statistical areas (SMSA's) for which data are shown are those defined by the Bureau of the Budget.¹ A standard metropolitan statistical area is a county or group of contiguous counties (except in New England) which contains at least one central city of 50,000 inhabitants or more or twin cities with a combined population of at least 50,000. In addition to the county or counties containing such a city or cities, contiguous counties are included in an SMSA if, according to certain criteria, they are essentially metropolitan in character and are socially and economically integrated with the central city. In New England, towns and cities rather than counties are the units used in defining an SMSA.

In addition to the above areas, the series of reports for "Major Retail Centers" presents data for the central business districts (CBD's) of 134 cities which have a population of 100,000 inhabitants or more and for approximately 1,700 major retail centers (other than CBD's) located in SMSA's.

Appendix B

MERCHANDISE LINE SALES REPORTS EXPLANATIONS

EXPLANATION OF TERMS

Data Covered—Data in the merchandise line series of reports are presented for employer establishments only. No attempt has been made to project merchandise line distributions to the nonemployer segments of the retail trade universe.

Types of Areas—This series of reports presents data by kind of business and merchandise line for (1) each State as a whole, (2) each standard metropolitan statistical area, and (3) that part of each State which is not located in any standard metropolitan statistical area.

The standard metropolitan statistical areas for which data are shown are those defined by the Bureau of the Budget in 1967.¹

Establishments—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the “company” or “enterprise” which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual² for recogniz-

ing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

Sales—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.

¹ Executive Office of the President, Bureau of the Budget, *Standard Metropolitan Statistical Areas, 1967*, as amended January 15, 1968.

² Executive Office of the President, Bureau of the Budget, *Standard Industrial Classification Manual, 1967*.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC Manual, additional kinds of business have been identified within the SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade. (See below for discussion of treatment in 1967 of establishments which deal in lumber.)

Lumber and other building materials dealers (SIC 521)—Establishments primarily selling lumber, millwork, and other building materials and construction supplies such as brick, tile, cement, sand and gravel, cinder blocks, fencing materials, storm doors and windows, wallboard and roofing materials. In the 1967 Census of Business, data for lumber yards and for building materials dealers have been combined into a single kind-of-business classification, "Lumber and other building materials dealers." In the 1963 Census of Business data for these two kinds of business were shown separately.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

Plumbing and heating equipment dealers (SIC 522)—Establishments primarily selling plumbing, heating, and air-conditioning equipment and supplies. Establishments primarily en-

gaged in installation on a contract basis or in repairs are included in Contract Construction.

Paint, glass, and wallpaper stores (SIC 523)—Establishments primarily selling paint, glass, and wallpaper or any combination of these lines. Establishments primarily engaged in installing glass or in wallpapering or painting are not included in Retail Trade.

Electrical supply stores (SIC 524)—Establishments primarily selling electrical supplies such as lighting fixtures, lamp bulbs, wiring, cable, and fuse boxes. Establishments primarily selling electrical appliances are included with "Furniture, Home Furnishings, and Equipment Stores" (SIC major group 57).

Hardware stores (SIC 5251)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Farm equipment dealers (SIC 5252)—Establishments primarily selling new or used farm tractors, reapers, mowers, planters, plows, and related farm equipment. Usually these establishments also sell farm hardware and miscellaneous farm supplies.

GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Part)

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC's 532, 534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent

of total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

General merchandise stores (part of SIC 539)—Establishments primarily selling several lines of merchandise such as household linens and dry goods, and/or a combination of apparel, hardware, housewares, or home furnishings and other lines in limited amounts. Establishments which meet the criteria for department stores, except as to employment, are included in this classification. Also included in this classification are establishments whose sales of "apparel" or of "furniture and home furnishings" exceed half of their total sales providing that sales of the smaller of the two lines in combination with "dry goods and household linens" accounts for 20 percent or more of total sales.

Dry goods stores (part of SIC 539)—Establishments primarily selling piece goods, linens, towels, blankets, spreads, and other dry goods.

Sewing and needlework stores (part of SIC 539)—Establishments primarily selling sewing and knitting supplies, patterns, lace, and notions.

FOOD STORES
(SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour and crackers; (3) other processed food and nonedible grocery items. In addition these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

In the 1963 Census of Business this industry was titled "grocery stores, including delicatessens."

Meat markets (part of SIC 542)—Establishments primarily selling fresh, frozen, or cured meats. Frequently these establishments also sell poultry, fish, dairy products, eggs, and some groceries. Establishments included in this category reported that "meat, fish, poultry" sales accounted for 80 percent or more of total sales, and that "fresh, frozen meat" accounted for 50 percent or more of their total receipts.

Fish (seafood) markets (part of SIC 542)—Establishments primarily selling fresh or frozen fish, oysters and other shellfish, and other seafoods. These establishments frequently sell other food items commonly used in preparing seafood or consumed with seafoods. Establishments included in this category reported that "fish, other seafood" accounted for 50 percent or more of total receipts.

Fruit stores and vegetable markets (SIC 543)—Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their

own produce are not included in the Census of Business.

Candy, nut, and confectionery stores (SIC 544)—Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Candy and popcorn stands operated as concessions in motion picture theaters are included in this classification.

Retail bakeries—baking and selling (SIC 5462)—Establishments primarily selling bakery products such as bread, cakes, pies, or cookies over the counter, some or all of which are baked on their own premises.

Bakeries, most of whose products are distributed directly to consumers or to stores by means of route delivery, are not included in the Census of Business but are included in the Census of Manufactures (SIC 205). In the 1963 Census of Business this industry was titled "Retail bakeries, manufacturing."

Retail bakeries—selling only (SIC 5463)—Establishments primarily selling bakery products such as bread, cakes, pies, or cookies over the counter, none of which are baked on the premises. In the 1963 Census of Business this industry was titled "Retail bakeries, nonmanufacturing."

Dairy products stores (SIC 545)—Establishments primarily selling dairy products such as fluid milk and cream, cheese, ice cream and sherbets, over the counter. A limited line of groceries is frequently carried. Ice cream and frozen custard stands are classified in SIC 5812, "Eating places," and establishments which distribute ice cream and similar products from trucks are classified in SIC 5351, "Direct selling establishments." Establishments which bottle, pasteurize, homogenize, or otherwise process and distribute fluid milk are not included in the Census of Business, but are included in the Census of Manufactures (SIC 202).

Egg and poultry dealers (part of SIC 549)—Establishments primarily selling eggs and live or dressed poultry. A limited line of groceries is frequently carried.

Other miscellaneous food stores (part of SIC 549)—Establishments not elsewhere classified, primarily selling specialized lines of food such as coffee and tea, spice, health foods, dietetic food, etc. In the 1963 Census of Business this industry was titled "Other."

AUTOMOTIVE DEALERS
(SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores." Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

Motor vehicle dealers—new and used cars (SIC 551)—Establishments primarily engaged in the sale of new automobiles or new and used automobiles. These establishments frequently have repair departments, used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories, and may also sell commercial vehicles. In some tabulations this category is subdivided to show data separately for (1) dealers with domestic car franchises only, (2) dealers with imported car franchises only, and (3) dealers with domestic and imported car franchises. Used car lots and repair departments of franchised dealers are not recognized as separate establishments. Data for such operations are included in a single report from the franchised passenger car dealer. In the 1963 Census of Business this industry was titled "Passenger car dealers, franchised."

Motor vehicle dealers—used cars only (SIC 552)—Establishments primarily selling used cars and not holding a franchise for the sale of new passenger cars. In the 1963 Census of Business this industry was titled "Passenger car dealers, nonfranchised."

Home and auto supply stores (part of SIC 553)—Establishments engaged in selling a combination of lines of merchandise including tires, batteries and accessories, household appliances, radios and television sets, sporting and recreational goods, toys, housewares, and hardware, of which sales of tires, batteries and accessories account for between 25 and 49 percent of total sales.

Other tire, battery, accessory dealers (part of SIC 553)—Establishments primarily selling new automobile tires, batteries, automobile seat covers and other automotive parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "Secondhand stores" (SIC 5933).

Boat dealers (SIC 5591)—Establishments primarily selling motorboats and other watercraft, marine supplies and outboard motors.

Household trailer dealers (SIC 5592)—Establishments primarily selling household trailers, mobile homes and campers.

Aircraft, motorcycle dealers (part of SIC 5599)—Establishments primarily selling new or used motorcycles, or aircraft to noncommercial users. Dealers selling parts and supplies for these products to noncommercial users are also included.

Automotive dealers, n.e.c. (part of SIC 5599)—Establishments primarily selling automotive products not elsewhere classified.

GASOLINE SERVICE STATIONS
(SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

APPAREL AND ACCESSORY STORES
(SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567). This industry includes ready-to-wear "Bridal shops" and "Ma-

ternity shops" which were classified as separate industries in the 1963 Census of Business.

Millinery stores (part of SIC 563)—Establishments primarily selling women's hats, including those making hats on the premises to customer order.

Corsets and lingerie stores (part of SIC 563)—Establishments primarily selling women's foundation garments, lingerie, negligees, robes, and other intimate wear. Establishments primarily engaged in selling foundation garments made or fitted to individual customer order are also included.

Other women's accessory, specialty stores (part of SIC 563)—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery). Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

This industry includes "hosiery stores" which were separately classified in the 1963 Census of Business.

Furriers and fur shops (SIC 568)—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Custom tailors (SIC 567)—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc. made on their own premises to customer order. Establishments primarily sell-

ing furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Men's shoe stores (part of SIC 566)—Establishments primarily selling men's and boys' shoes and other footwear. Establishments selling women's and girls', and/or children's and infants' footwear are included in this classification if sales of men's and boys' footwear are more than three times the combined sales of women's and girls', children's and infants' footwear. See also the definitions for the other types of shoe stores.

Women's shoe stores (part of SIC 566)—Establishments primarily selling women's and girls' shoes and other footwear. Establishments selling men's and boys' and/or children's and infants' footwear are included in this classification provided that sales of women's and girls' footwear are more than three times the combined sales of men's, boys', children's, and infants' footwear. See also the definition for the other types of shoe stores.

Children's and juveniles' shoe stores (part of SIC 566)—Establishments primarily selling children's and infants' shoes and other footwear. Establishments selling men's, boys', and/or women's and girls' footwear are included in this classification provided that sales of children's and infants' footwear are more than three times the combined sales of men's, boys', women's, and girls' footwear. See also the definitions for the other types of shoe stores.

Family shoe stores (part of SIC 566)—Establishments primarily selling shoes and other footwear. Establishments in this classification sell both men's and women's shoes, and may or may not sell children's shoes. Accessory lines such as hosiery, gloves, and handbags are also frequently sold. The sales of any one of the three major groupings (men's and boys' footwear, women's and girls' footwear, and

children's and infants' footwear) are not more than three times the sales of the other two groups combined. If children's and infants' footwear are not carried, sales of the larger of the two remaining groups are not more than three times the sales of the smaller. See also the definitions for the other types of shoe stores.

Children's and infants' wear stores (SIC 564)—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

Miscellaneous apparel and accessory stores (SIC 569)—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, other household electrical and gas appliances, and radio and TV sets. Also included are musical instrument stores and music and record shops.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor covering stores (SIC 5713)—Establishments primarily selling floor coverings of any kind or combination such as rugs, carpets, linoleum, floor tile (rubber, vinyl, asphalt, cork), and related products. Installation of floor coverings may be performed incidental to selling by these stores.

Drapery, curtain, and upholstery stores (SIC 5714)—Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use are also included. Establishments primarily engaged in reupholstering or repairing furniture are included in the Selected Services portion of the Census of Business.

China, glassware, and metalware stores (SIC 5715)—Establishments primarily selling china, glassware, crockery, tinware, enamelware, aluminumware, stainless steel flatware,

cutlery, and other metalware for table and kitchen use. Establishments primarily selling sterling or plated silver flatware or tableware are classified as "Jewelry stores" (SIC 597).

Miscellaneous home furnishings stores (SIC 5719)—Establishments primarily selling specialized lines of home furnishings not elsewhere classified, such as lamps and lampshades, venetian blinds and window shades, picture frames and mirrors, and other miscellaneous home furnishings.

Household appliance stores (SIC 572)—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

Radio and television stores (SIC 5732)—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales of radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

Record shops (part of SIC 5733)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (part of SIC 5733)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for

consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or take home consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Data for in-plant food contractors are included in the United States Summary report. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in "Candy, nut, and confectionery stores" (SIC 5441).

Restaurants, lunchrooms, caterers (part of SIC 5812)—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

Cafeterias (part of SIC 5812)—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

Refreshment places (part of SIC 5812)—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

DRUG STORES AND PROPRIETARY STORES (SIC 591)

Drug stores (part of SIC 591)—Establishments which fill and sell prescriptions. These establishments also sell proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

Proprietary stores (part of SIC 591)—Establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

Liquor stores (SIC 592), also government-operated liquor stores (part of major groups 92 and 93)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Antique stores (SIC 5932)—Establishments primarily selling antique furniture and home furnishings, glassware, and objects of art.

Secondhand stores (SIC 5933)—Establishments primarily selling secondhand merchandise such as apparel, furniture, appliances, books, automobile parts, musical instruments, etc. in any combination. Pawnshops and pawnbrokers are included in this classification. Establishments selling used automobiles, household trailers, motorcycles, aircraft, and boats are classified in the "Automotive Dealers" group (SIC major group 55, except 554).

Sporting goods stores (SIC 5952)—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Bicycle shops (SIC 5953)—Establishments primarily selling bicycles and bicycle parts and accessories.

Jewelry stores (SIC 597)—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings,

bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Fuel oil dealers (SIC 5983)—Establishments primarily selling fuel oil.

Liquefied petroleum gas (bottled gas) dealers (SIC 5984)—Establishments primarily selling liquefied petroleum gas (bottled gas) either in bulk, or bottled. In the 1963 Census of Business, this industry was titled “bottled gas dealers.”

Fuel and ice dealers, n.e.c. (SIC 5982)—Establishments primarily selling coal, coke, charcoal, wood, ice, or any combination of these lines.

In the 1963 Census of Business, data were shown separately for “Coal and wood dealers” (part of SIC 5982) and “Ice dealers” (part of SIC 5982).

Florists (SIC 5992)—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises. However, retail establishments primarily selling seeds, bulbs, and nursery stock are classified in SIC 5969, “Farm and garden supply stores, n.e.c.”

Cigar stores and stands (SIC 5993)—Establishments primarily selling cigars, cigarettes, tobacco, and smokers’ supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places. Establishments operated by the blind, but owned by State agencies are included here.

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold by these establishments. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in SIC 532 “Mail order houses” in the “Nonstore Retailers” group.

Stationery stores (SIC 5943)—Establishments primarily selling stationery items such as paper and paper products (including printing and engraving), school and office supplies, accounting and legal forms, greeting cards, post cards and novelties. Establishments selling primarily to business and institutional users are classified in Wholesale Trade.

Hay, grain, and feed stores (SIC 5962)—Establishments primarily selling hay, grain, and feed. These establishments also frequently

sell fertilizer and other farm supplies and equipment.

Other farm supply stores (part of SIC 5969)—Establishments primarily selling farm supplies other than hay, grain, and feed, not elsewhere classified such as seed, fertilizer, irrigation and drainage equipment, pumps, agricultural chemicals, and dairy supplies.

Garden supply stores (part of SIC 5969)—Establishments primarily selling seeds, bulbs, nursery stock, garden tools, and other farm, and garden supplies and tools. Nurseries and greenhouses are not within the scope of the Census of Business unless receipts are primarily from sales of products not grown on the premises.

News dealers and newsstands (SIC 5994)—Establishments primarily selling newspapers, magazines, and other periodicals.

Hobby, toy, and game shops (SIC 5995)—Establishments primarily selling toys, games, and hobby kits and supplies. Establishments primarily selling artists’ supplies, or collectors’ items such as coins, stamps, and autographs are classified in SIC 5999, “Miscellaneous retail stores, n.e.c.”

Camera and photographic supply stores (SIC 5996)—Establishments primarily selling cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in Industry 7395 in the Selected Services portion of the Census of Business.

Gift, novelty, and souvenir shops (SIC 5997)—Establishments primarily selling combined lines of gift and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Optical goods stores (part of SIC 5999)—Establishments primarily engaged in selling eyeglasses and related optical goods. In 1967 establishments whose receipts were primarily from eye examinations and prescribing eyeglasses or contact lenses and providing the eyeglasses or contact lenses they prescribed were not included in the Census of Business; in 1963 such establishments were included in this classification.

Retail stores, n.e.c. (part of SIC 5999)—Establishments not elsewhere classified primarily selling specialized lines of merchandise such as collectors’ items and supplies, artists’ supplies, orthopedic and artificial limbs, drafting materials, typewriters, luggage and leather goods, pets, religious goods, hearing aids, rub-

ber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

In the 1963 Census of Business, data for typewriter stores, luggage, leather goods stores, religious goods stores, and pet shops (all parts of SIC 5999) were shown separately. For the 1967 Census of Business, no separate data are available for these kinds of business.

NONSTORE RETAILERS

(Part of SIC Major Group 53)

Mail-order houses (SIC 532)—Establishments primarily selling merchandise as a result of orders received by mail. Customers are made aware of goods available for sale through catalogs, mailing pieces, advertisements in newspapers and magazines, and advertising on radio and television. Houses operated by companies which operate catalog order stores and catalog order desks in other retail establishments of the company, also fill orders from those sources. Catalog order stores are included in this classification and they are counted as separate establishments. Sales made from catalog order desks are included with the sales of the retail establishment in which they are located.

In some tabulations at the national or geographic division level, mail-order houses are divided into subclassifications on the basis of the merchandise they sell in the same manner as the store-type establishments.

Merchandising machine operators (SIC 534)—Establishments primarily selling merchandise through coin-operated vending machines which are generally located on the premises of other businesses. In the 1963 Census of Business this industry was titled "Merchandise vending machine operators."

Since a large number of merchandise vending machine operations are conducted in conjunction with the operation of manufacturing plants and of wholesale and other establishments not classified in retail trade, data for "retail" merchandise vending machine operators should not be interpreted as providing a measure of total sales through merchandise vending machines. The data for "retail" merchandise vending machine operators also do not include sales made through vending machines owned by establishments classified in other kinds of retail trade. Merchandise vending machine operators are divided into subclassifications on the basis of the merchandise sold in the machines on location as of the end of the census year. Operators of coin-operated service machines such as wash-

ers, dryers, music machines, and amusement and game machines are included in the Selected Services portion of the 1967 Census of Business.

Direct selling establishments (SIC 535)—Establishments primarily selling merchandise by house-to-house canvass, by party plan, or from a truck. When the canvassers are employed by the organization which they represent, the "establishment" is the location from which they operate. However, many of the important organizations whose products are distributed in this manner utilize self-employed canvassers as their representatives. Each such canvasser is counted as an "establishment" in this report. As a result, the "number of establishments" count is considerably larger than would be the case if the count were based on the primary organizations whose products are being distributed. Establishments in operation throughout the census year were included if their annual sales were \$2,500 or more; establishments in operation during part of the census year were included only if their sales were at an annual rate of \$2,500 or more. Consequently, the "number of establishments" in this category should not be interpreted as being a count of the total number of self-employed canvassers.

Direct selling organizations are divided into subclassifications on the basis of the merchandise they sell. Establishments selling ice cream, frozen custard, soft ice cream and similar refreshment items from trucks were included with "refreshment places" (part of SIC 5812) in the 1963 Census of Business but are now included in this classification. In the 1963 Census of Business this industry was titled "Direct selling (house-to-house) organizations."

SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D. C. 20233.

RETAIL TRADE GENERAL QUESTIONS

PENALTY FOR FAILURE TO REPORT

Form approved: Budget Bureau No. 41-S67017

<p>U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS</p> <h3 style="margin: 0;">1967 CENSUS OF BUSINESS</h3>	<p>NOTICE—Response to this inquiry is required by law (Title 13 U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.</p> <p>In correspondence pertaining to this report, please refer to this Census File Number ➤</p> <p style="text-align: right;">Employer Identification No. ➤</p>																				
<p>1. NAME AND PHYSICAL LOCATION</p> <p>a. Is the name shown in the label the name by which this establishment is known to the public?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No (If "No," enter trade name above the label.)</p> <hr/> <p>b. Is the address in the label—</p> <p>1. <input type="checkbox"/> The mail address of your establishment but not the actual physical location.</p> <p>2. <input type="checkbox"/> The mail address of your establishment (including number and street) which also is its actual physical location.</p> <p>3. <input type="checkbox"/> Neither of the above (e.g. accountant's office).</p> <p>(NOTE: If you marked box 1 or 3, or number and street are not shown in the label, complete c, d, and e below. If you marked box 2, complete d and e below.)</p> <p>c. Enter following physical location information</p> <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:30%;">Number and street</td> <td>City, village, or other place</td> </tr> <tr> <td>State</td> <td>ZIP code</td> </tr> </table> <p>(NOTE: If location cannot be described by number and street give name or number of highway and approximate distance from nearest town.)</p> <p>d. Enter name of county in which your establishment is located.....</p> <p>e. Is your establishment physically located within the boundaries of the city, village, or other place specified in the label or in "c"?</p> <p>1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p>	Number and street	City, village, or other place	State	ZIP code	<p>2. EMPLOYER IDENTIFICATION NUMBER</p> <p>Is the Employer Identification (EI) Number printed in the address label the SAME as that used for this establishment on your latest 1967 Employer's Quarterly Federal Tax Return, Treasury Form 941?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No (If "No," enter the currently assigned EI Number here (9 digits)) ➔ _____</p> <hr/> <p>3. LEGAL FORM OF ORGANIZATION OF COMPANY OPERATING THIS ESTABLISHMENT X-1</p> <p>1 <input type="checkbox"/> Individual proprietor</p> <p>2 <input type="checkbox"/> Partnership</p> <p>0 <input type="checkbox"/> Corporation (Do not mark if any form of cooperative association)</p> <p>8 <input type="checkbox"/> Co-op (cooperative association), corporate or noncorporate</p> <p>9 <input type="checkbox"/> Other (Specify) _____</p> <hr/> <p>4. PERIOD OPERATED IN 1967 X-2</p> <p>a. Was this establishment in business at the end of 1967?..... 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p> <p>(NOTE: For establishments which were inactive during December 1967 due to seasonal or part-time operations, answer "Yes," unless the establishment was not owned at the end of the year.)</p> <p>b. How many months during 1967 did you own this establishment?..... Months X-3</p>																
Number and street	City, village, or other place																				
State	ZIP code																				
<p>5. CLASS OF CUSTOMER X-4 ➔</p> <p>Report the approximate percentage of your total 1967 sales to each class of customer.</p> <p>1 _____ % General public (household consumers, farmers, and individuals) 4-XX</p> <p>2 _____ % Construction and building trade contractors 4-3</p> <p>3 _____ % Other business firms, government, and institutions 4-4</p> <p>4 _____ % Other (Specify) _____ 4-5</p> <p style="text-align: right;">4-6*</p>	<p>6. METHOD OF SELLING X-5</p> <p>Mark the box which describes your principal method of selling. Do not mark more than one box.</p> <p>1 <input type="checkbox"/> Selling at this establishment</p> <p>2 <input type="checkbox"/> Mail order (catalog selling)</p> <p>3 <input type="checkbox"/> House-to-house (direct selling)</p> <p>4 <input type="checkbox"/> Operating merchandise vending machines</p>																				
<p>7. DOLLAR VOLUME OF BUSINESS AND PAYROLL IN 1967</p> <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:60%;"></th> <th style="width:10%;">Dollars</th> <th style="width:10%;">Cents</th> <th style="width:20%;">Key</th> </tr> </thead> <tbody> <tr> <td>a. Sales of merchandise and other receipts from customers.....</td> <td></td> <td style="text-align: center;">XX</td> <td style="text-align: center;">X-6</td> </tr> <tr> <td>h. Does the entry in "a" include sales taxes and excise taxes collected from customers?.....</td> <td colspan="2">1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</td> <td style="text-align: center;">X-7</td> </tr> <tr> <td>c. If "No," how much did you forward to taxing agencies for such taxes?.....</td> <td></td> <td style="text-align: center;">XX</td> <td style="text-align: center;">X-8</td> </tr> <tr> <td>d. Total ANNUAL payroll in 1967 before deductions.....</td> <td></td> <td style="text-align: center;">XX</td> <td style="text-align: center;">X-9*</td> </tr> </tbody> </table>		Dollars	Cents	Key	a. Sales of merchandise and other receipts from customers.....		XX	X-6	h. Does the entry in "a" include sales taxes and excise taxes collected from customers?.....	1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No		X-7	c. If "No," how much did you forward to taxing agencies for such taxes?.....		XX	X-8	d. Total ANNUAL payroll in 1967 before deductions.....		XX	X-9*	<p>8. COMPANY AFFILIATION</p> <p>a. Mark this box <input type="checkbox"/> if this business is owned or controlled by another company and enter the name, mailing address, and Employer Identification Number of owning or controlling company (if known).</p> <p>h. Mark this box <input type="checkbox"/> if this business owns or controls any other company or companies and enter the name, mailing address, and Employer Identification Number of owned or controlled companies (if known).</p> <p>Name of company _____</p> <p>Mailing address (Number, street, city, State, ZIP code) _____ EI No. (9 digits) </p>
	Dollars	Cents	Key																		
a. Sales of merchandise and other receipts from customers.....		XX	X-6																		
h. Does the entry in "a" include sales taxes and excise taxes collected from customers?.....	1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No		X-7																		
c. If "No," how much did you forward to taxing agencies for such taxes?.....		XX	X-8																		
d. Total ANNUAL payroll in 1967 before deductions.....		XX	X-9*																		

RETAIL TRADE GENERAL QUESTIONS--Continued

9. DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM 1-1	
a. Is your business at this location conducted as a department or concession (such as a paint department in a department store) in an establishment operated by another firm?..... 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No Mark "Yes," if customers normally consider your operation as part of the establishment operated by the other firm, or if your sales to customers are billed by that establishment.	
b. If "Yes," please enter the name and description (kind of business) of the establishment which is operated by the other firm.....	Name _____ Kind of business _____

10. DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT 1-2XX							
a. Is any department, concession, or business not owned by you , operated within this establishment?..... 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No Mark "Yes," if there is any operation of others which customers normally consider part of your establishment, or if you bill customers for sales of such department, concession, or business.							
b. If "Yes," please complete a line for each.							
	2XX	2-3	2-4		2-5		2-6*
Name and address of owner of department or concession	Kind of business of department or concession	Estimated sales during 1967	Are the sales of this department included in item 7a?		Is the payroll of this department included in item 7d?		Census Use Only
		Dollars	Yes	No	Yes	No	
1.			1	2	1	2	
2.			1	2	1	2	
3.			1	2	1	2	

11. YOUR BUSINESS LOCATIONS					
a. In 1967 did you operate your business at more than one location under the Employer Identification Number you had at the end of 1967?..... 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No b. If "Yes," is marked above, separately list below each location, including your main selling location and facilities other than selling establishments (such as warehouses, central administrative offices, buying offices, etc.).					
Address of business (Number, street, city or town, county, State, ZIP code)	Description of business	Census Use Only	Sales		Number of paid employees (Pay period including March 12)
			Dollars	Cents	
1.				XX	
2.				XX	
3.				XX	
4.				XX	
Totals for this Employer Identification Number (Sales total should equal the entry in item 7a) →				XX	

Appendix D

KIND-OF-BUSINESS TITLES AND REPORTING-FORM NUMBERS

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

Kind-of-business title	Form number	Kind-of-business title	Form number	
BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS		SHOE STORES		
Building materials and supply stores:		Men's shoe stores -----	} CB-56B	
Lumber and other building materials dealers -----	CB-52A	Women's shoe stores -----		
Plumbing and heating equipment dealers -----	CB-52D	Children's and juveniles' shoe stores -----		
Paint, glass, and wallpaper stores -----	CB-52B	Family shoe stores -----		
Electrical supply stores -----	CB-52D			
Hardware stores -----	CB-52C	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES		
Farm equipment dealers -----	CB-52D	Furniture and home furnishings stores:		
GENERAL MERCHANDISE GROUP STORES		Furniture stores -----	CB-57A	
Department stores -----	CB-53A	Home furnishings stores:		
Variety stores -----	CB-53B	Floor coverings stores -----	} CB-57D	
Miscellaneous general merchandise stores:		Drapery, curtain, and upholstery stores -----		
General merchandise stores -----	CB-53A	China, glassware, and metalware stores -----		
Dry goods stores -----	} CB-53B	Miscellaneous home furnishings stores -----		
Sewing and needlework stores -----			Household appliance stores -----	} CB-57B
FOOD STORES		Radio, television, and music stores:		
Grocery stores -----	} CB-54A	Radio and television stores -----		
Meat and fish (seafood) markets:			Music stores:	} CB-57C
Meat markets -----			Record shops -----	
Fish (seafood) markets -----			Musical instrument stores -----	
Fruit stores and vegetable markets -----			EATING AND DRINKING PLACES	
Candy, nut, and confectionery stores -----		Eating places:		
Retail bakeries:		Restaurants and lunchrooms -----	} CB-58	
Retail bakeries—baking and selling -----	} CB-54B	Cafeterias -----		
Retail bakeries—selling only -----				Refreshment places -----
Other food stores:		Caterers -----		
Dairy products stores -----	} CB-54A	Drinking places (alcoholic beverages) -----		
Egg and poultry dealers -----			DRUG STORES AND PROPRIETARY STORES	
Other miscellaneous food stores -----			Drug stores -----	} CB-59A
AUTOMOTIVE DEALERS		Proprietary stores -----		
Motor vehicle dealers:		MISCELLANEOUS RETAIL STORES		
Motor vehicle dealers—new and used cars:		Liquor stores -----	} CB-59E	
Dealers with domestic car franchise only -----	} CB-XA	Antique stores and secondhand stores:		
Dealers with imported car franchise only -----				Antique stores -----
Dealers with domestic, imported car franchises -----			Secondhand stores -----	
Motor vehicle dealers—used cars only -----		Sporting goods stores and bicycle shops:		
Tire, battery, and accessory dealers:		Sporting goods stores -----	CB-59C	
Home and auto supply stores -----	} CB-XB	Bicycle shops -----	CB-59E	
Other tire, battery, and accessory dealers -----			Jewelry stores -----	CB-59D
Miscellaneous automotive dealers:		Fuel and ice dealers:		
Boat dealers -----	} CB-XC	Fuel oil dealers -----	} CB-59E	
Household trailer dealers -----				Liquefied petroleum gas (bottled gas) dealers -----
Aircraft, motorcycle dealers -----				Fuel and ice dealers, n.e.c. -----
Automotive dealers, n.e.c. -----				Florists -----
GASOLINE SERVICE STATIONS		Cigar stores and stands -----		
Gasoline service stations -----	CB-XD	Other miscellaneous retail stores:		
APPAREL AND ACCESSORY STORES, EXCEPT SHOE STORES		Book and stationery stores:		
Women's clothing, specialty stores; furriers:		Book stores -----	} CB-59B	
Women's ready-to-wear stores -----	} CB-56A	Stationery stores -----		
Women's accessory and specialty stores:			Hay, grain, and feed stores -----	
Millinery stores -----			Other farm supply stores -----	
Corset and lingerie stores -----			Garden supply stores -----	
Other women's accessory, specialty stores -----			News dealers and newsstands -----	
Furriers and fur shops -----		Hobby, toy, and game shops -----	} CB-59E	
Other apparel and accessory stores:		Camera and photographic supply stores -----		
Men's and boys' clothing and furnishings stores -----		Gift, novelty, and souvenir shops -----		
Custom tailors -----		Optical goods stores -----	CB-59G	
Family clothing stores -----		Retail stores, n.e.c. -----	CB-59E	
Children's and infants' wear stores -----				
Miscellaneous apparel and accessory stores -----				

Appendix E

MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS

Code	As abbreviated in tables	As shown on reporting form	Form number
020	Groceries—other foods	Groceries, other food items for preparation and consumption away from this establishment (including candy, bottled or canned soft drinks)	ALL
021	Meats-fish-poultry	Meat, fish, poultry (include canned meats requiring refrigeration on this line; include all meats sold in a frozen state on line 023)	CB-54A
022	Produce (fresh fruits-vegtbls)	Produce (fresh fruits, vegetables)	
023	Frozen foods	Frozen foods (all packaged foods—fruits, vegetables, juices, baked goods, prepared foods, etc., sold in a frozen state). (Include frozen dairy products such as ice cream, sherbets on line 024)	
024	All other foods	All other foods (dry groceries, dairy products, bakery products, candy, bottled and canned soft drinks and other items not covered by lines 021 to 024, 517, and 100).	
025	Bakery products—exc. frozen	Bakery products, except frozen	CB-54B
026	Bakery products—frozen	Bakery products, frozen	
027	All other foods	All merchandise on line 020 except items on lines 021, 022, 023, 024, 025, and 026.	
040	Meals-snacks	Meals, snacks, sandwiches, nonalcoholic beverages generally served for consumption at this establishment	ALL
060	Alcoholic drinks	Alcoholic drinks served at this establishment	
080	Packaged alcoholic beverages	Packaged liquor, wine, and beer	
100	Cigars-cigarettes-tobacco	Cigars, cigarettes, tobacco (exclude sales from vending machines owned by others)	
120	Cosmetics-drugs-cleaners	Cosmetics, drugs, health, first aid, and sickroom needs, toiletries, dentifrices, soaps and detergents, household cleansers	CB-59A
121	Medicines exc. prescription	Drugs (other than prescriptions), proprietary medicines, health, first aid products	
122	Prescription medicines	Prescriptions	CB-54A
123	All other drugs-proprietary	Prescription medicines (see line 124 for related merchandise)	CB-59A
124	Cosmetics-health needs-cleaners, etc. ...	All other merchandise on line 120 except items on line 121 and 122.	CB-59A
140	Men's-boys' clothing exc. footwear.	Cosmetics, health, first aid, and sickroom needs, toiletries, dentifrices, soaps and detergents, household cleansers.	CB-54A
141	Men's clothing	Men's and boys' clothing and furnishings (exclude footwear; all footwear should be reported on line 180).	ALL
142	Boys' clothing	Men's clothing and furnishings.	CB-53A
143	Men's tailored outerwear	Boys' clothing and furnishings	
144	Other men's outerwear	Boys' wear	CB-56A
145	Men's hats	Tailored outerwear (suits, overcoats, topcoats, sport jackets).	
146	Other men's clothing	Other outerwear (sport and casual clothing, rainwear)	
160	Women's-girls' clothing, exc. footwr.	Men's hats	ALL
161	Children's-infants' wear	Other men's apparel and furnishings.	
162	Handbags-accessories	All women's and girls' clothing and accessories, infants' and children's wear, etc. (exclude footwear; all footwear should be reported on line 180).	CB-56A
163	Millinery	Children's, infants' wear	CB-53A
164	Hosiery	Infants' and children's wear up to size 6X (do not include infants' furniture, to be reported on line 240, or baby carriages, to be reported on line 500).	
165	Lingerie	Handbags, small leather goods, gloves, umbrellas, handkerchiefs, neckwear, and accessories	CB-53A, 56A
		Millinery	CB-53A
		Hosiery—women's and children's	CB-56A
		Hosiery	CB-53A
		Corsets, brassieres, underwear, negligees, and robes.	CB-56A
		Underwear, intimate garments, foundation garments.	

MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS—Continued

Code	As abbreviated in tables	As shown on reporting form	Form number
166	Women's coats-suits-furs-rainwr	Women's, misses', juniors', coats, suits, furs, and rainwear.	CB-53A
167	Women's dresses	Women's, misses', juniors' dresses, aprons, housedresses, uniforms, formals, maternity and bridal dresses.	
168	Women's blouses, sptswr.	Women's, misses', juniors' blouses (including street floor blouses), sportswear, swimwear, ski clothes.	CB-56A
169	Girls'-subteen-teen wear	Sportswear, including skirts, blouses, sweaters, etc.	
171	Other women's-girls' clothes, acc	Girls', subteen and teen wear, including accessories, underwear, and Girl Scout wear.	CB-53A
172	Dresses	All merchandise on line 160 except items on lines 161 to 169.	
173	Coats-suits	Dresses	CB-56A
174	Handbags	Coats and suits	
175	Furs	Handbags	
176	Other women's-girls' clothes, acc	Furs	
180	All footwear	All other women's and children's apparel, apparel accessories.	
181	Men's and boys' footwear	All footwear	ALL
182	Women's and girls' footwear	Men's and boys' footwear	CB-56B
183	Children's and infants' footwear	Women's and girls' footwear	
200	Curtains-draperies-dry goods	Children's and infants' footwear	ALL
201	Piece goods-notions	Curtains, draperies, bedsheets, blankets, linens, piece goods, patterns, laces, trimmings, notions, closet accessories, blinds, window shades.	
202	Curtains-draperies	Piece goods, patterns, laces, trimmings, ribbons, art needlework, notions, closet accessories.	
203	All other domestics	Curtains, draperies, decorator upholstery fabrics, blinds and window shades, linens, domestics, blankets.	CB-53A
220	Major appl-radio-TV-musical inst	All merchandise on line 200 except lines 201 and 202.	ALL
221	Major household appliances	Major household appliances, radio, TV, record players, tape recorders, records, tapes, sheet music, musical instruments.	
222	Radios-TV's-musical instruments	Major household appliances (vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air conditioners, dishwashers, stoves, ovens, clothes dryers and washers, ironers, and disposal units).	CB-53A, XB CB-57C
223	All other appliances	Major household appliances.	CB-53A, XB
224	New major appliances	Radio, TV, record players, records, sheet music, musical instruments.	
225	New radios-TV's, etc.	All other merchandise on line 220 (except lines 221 and 222).	CB-57B
226	Used major appl-radios-TV's	New major appliances.	
227	Records-tapes-musical inst	New radios, TV's, record players, tape recorders.	
228	Pianos	Used major appliances, radios, TV, record players, tape recorders ..	
229	Organs	Records, tapes, sheet music, pianos, organs, musical instruments. ...	
231	Musical inst-accessories	Pianos	CB-57C
232	Radios-phono-tape rcdrs-TV's	Organs (all types)	
233	Records-tapes-related acc	Musical instruments and accessories.	
234	Sheet music-related items	Radios, phonographs, tape recorders, TV's.	
240	Furniture-sleep equip-floor cov.	Records, tapes, and related accessories.	ALL
241	Floor coverings	Sheet music and related items.	
242	Furniture-sleep equip	Furniture, sleep equipment, floor coverings.	CB-53A
243	Sleep equipment	Floor coverings—carpets, rugs, orientals, throw rugs, linoleum, floor tile, etc.	
244	Other household furniture	Furniture—upholstered, dining, bedroom, summer and metal beds, mattresses, springs, and studio beds (include lawn and garden furniture, and dinette, infants', and unpainted furniture).	CB-57A
245	Floor coverings—soft surface	Sleep equipment including springs, mattresses, and dual purpose pieces.	
246	Floor coverings—hard surface	Other household furniture, all kinds.	CB-59B
247	Nonhousehold furniture	Floor coverings, soft surface.	
248	Office furniture	Floor coverings, hard surface.	
249	Other furn.-sleep equip.-fl. cov.	Nonhousehold furniture	CB-59B
		Office furniture	
		All other merchandise on line 240 (except items on line 248).	

MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS—Continued

Code	As abbreviated in tables	As shown on reporting form	Form number	
260	Kitchenware-home furnishings	Kitchenware, small electric appliances, china, glassware, lamps, lamp shades, mirrors, pictures and other home furnishings.	ALL	
261	China-glassware	China, glassware, gift shop, lamps, lamp shades, mirrors, and pictures.	}	
262	Kitchenware-housewares	Kitchenware and housewares, including small electric appliances, fireplace and barbecue equipment (include dinette furniture on line 240—not here).		CB-53A
263	Other kitchenware-home furnish.	All other merchandise on line 260 (except lines 261 and 262).		
264	Small electrical appliances	Small electric appliances	}	
265	All other kitchenwr-houswr	All other merchandise on line 260 (except items on line 264).		CB-57B, XB
266	All other home furn exc. china	All other merchandise on line 260 (except line 267).	}	
267	China, glassware	China, glassware		CB-59D
280	Jewelry-optical goods	Jewelry, watches, clocks, silverware, optical goods	ALL	
281	Watches-clocks	Watches, clocks, including diamond watches	}	
282	Silverware	Silverware, all kinds (flatware, hollowware, sterling, plate, and stainless steel).		
285	All other jewelry items	All other jewelry items, including costume and novelty.		CB-59D
286	Optical goods	Optical goods	}	
287	Diamonds exc. diamond watches	Diamonds, diamond jewelry except diamond watches.		
288	Rings, exc. diamonds	Rings, except diamonds.		
300	Sporting-recreation equip	Sporting and recreational equipment, boats, bicycles, luggage, hunting, fishing, camping equipment.	ALL	
301	Athletic goods—individuals	Athletic goods, sales to individuals.	}	
302	Athletic goods—teams	Athletic goods, sales to teams.		
303	Hunting equip.	Hunting equipment		CB-59C
304	Fishing equip.	Fishing equipment	}	
305	Winter sports equip.	Winter sports equipment		
306	Boats-motors-marine equip.	Boats, motors, other marine equipment		CB-59C, XB
307	Outboard boats	Outboard boats	}	
308	Outboard motors	Outboard motors		
309	Inboard motor boats	Inboard motor boats		CB-XC
311	Inboard outdrive boats	Inboard outdrive boats	}	
312	Boat trailers	Boat trailers		
313	Marine access. and parts	Marine accessories and parts		
315	Camping equip.-supplies	Camping equipment, supplies (tents, sleeping bags, stoves, lanterns, etc.).	}	
316	Bicycles-luggage	Bicycles, luggage, other merchandise on line 300 (except items on line 315).		CB-59C
317	All other sptg goods, exc. boats	All other merchandise on line 300 (except items on line 306).		CB-XB
318	All other boats	All other boats not listed above.	}	
319	All other mdse, except boats	All other merchandise on line 300 (except items on lines 307, 308, 309, 311, 312, and 313).		CB-XC
320	Hardware—gardening equipment	Hardware, tools, gardening equipment and supplies, electrical supplies.	ALL	
321	Hardware-tools	Hardware, tools, power tools, electrical supplies (include unpainted furniture on line 242—not here).	CB-53A	
322	Gardening equipment-supplies.....	Lawn and garden supplies	CB-52C	
323	Plumbing-electrical supplies	Gardening equipment and supplies, power mowers, nursery, farm equipment and fencing (include lawn and garden furniture on line 242—not here).	CB-53A	
324	Other hardware-tools	Plumbing and electrical supplies.	}	
		Other hardware, tools (except items or lines 322 and 323).		CB-52C
340	Lumber-building materials	Lumber, millwork, building materials, paints, heating and plumbing equipment, home repair and modernization equipment and supplies (include major appliances on line 220—not here).	ALL	
341	Lumber	Lumber (all kinds, including glued, laminated, softwood flooring, wood shingles, and hardware flooring, strip and block).	}	
342	Plywood	Plywood (all kinds, softwood and hardwood).		
343	Windows-doors and frames (metal)	Windows, doors, and frames, metal.		}
344	Kitchen cabinets	Kitchen cabinets (include wood and metal).		
345	All other millwork	All other millwork (include moldings, wood window and door frames and units).	CB-52A	
346	Wallboard	Wallboard (all kinds, including gypsum, insulating, hardboards, wall and ceiling tile, particle boards, and roof decking).	}	
347	Asphalt and asbestos products	Asphalt and asbestos products (including shingles, roofing, siding, paper, felt coatings). (Report floor tile on line 240.)		

MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS—Continued

Code	As abbreviated in tables	As shown on reporting form	Form number
348	Paint-glass-wallpaper	Paint, glass, and wallpaper.	CB-52A, 53A
349	Heating and plumbing equip.	Heating and plumbing equipment (all kinds).	
351	Metal roofing and siding	Metal roofing and siding.	
352	Masonry supplies	Masonry supplies (including cement, lime, plaster, brick, clay pipe).	
353	Insulation	Insulation (including batt, fill and roll).	
354	Prefabricated bldgs. and parts	Prefabricated building and parts, including components such as panels, trusses, floor systems.	CB-52A
355	All other building materials	All other buliding materials and supplies.	
356	All other lumber, millwork	All other merchandise except 357, 358, 359, 361.	CB-52B
		All other merchandise on line 340 (except items on line 348).	CB-53A
		Other lumber, millwork, building materials, heating and plumbing equipment, home repair and modernization equipment and supplies.	CB-52C
357	Paint-varnish, etc.	Paint, varnish, shellac, enamel, lacquer.	CB-52B
358	Paint sundries	Paint sundries (brushes, thinners, ladders, compound, spackling paste, etc.).	
359	Wallpaper-other wall coverings	Wallpaper, other wall coverings.	CB-59F
361	Glass	Glass (include glassware items on line 260—not here).	
362	Lumber-millwork	Lumber, millwork	
363	Other building materials	Other building materials (items on line 362).	CB-52C
364	Paint-sundries-glass-wallpaper	Paint, paint sundries, glass, and wallpaper.	
380	Automobiles-trucks	Automobiles, trucks, other powered road vehicles.	ALL
381	New passenger cars—retail	New passenger cars—retail.	CB-XA
382	New passengers cars—wholesale	New passenger cars—wholesale (for resale).	
383	New commercial vehicles—retail	New commercial vehicles—retail.	
384	New commercial vehicles—whsle.	New commercial vehicles—wholesale (for resale).	
385	Used passenger cars—retail	Used passenger cars—retail.	
386	Used passenger cars—whsle	Used passenger cars—wholesale (for resale).	
387	Used commercial vehicles	Used commercial vehicles	
389	Motorcycles-motor scooters	Motorcycles, motor scooters	CB-XA, XC, XD
391	Other power road vehicles	All other merchandise on line 380 (except items on line 389).	CB-XB, XC, XD
392	All other autos-trucks	All other merchandise on line 380 (except items on lines 381, 382, 383, 384, 385, 386, 387, and 389).	CB-XA
400	Auto fuels-lubricants	Automotive fuels and lubricants.	ALL
401	Gasoline	Gasoline	CB-XA, XB, XC, XD
402	Other automotive fuels	Other automotive fuels (including diesel).	
403	Motor oils-greases-other oils	Motor oil, greases, other automotive lubricants.	
420	Auto tires-batteries-access.	Automobile tires, tubes, batteries, accessories, parts.	ALL
416	New tires-tubes (fleet operators)	New automobile tires and tubes sold to fleet operators.	CB-XB
417	New tires-tubes-other users	New automobile tires sold to other users.	
418	Retreads (fleet operators)	Retread automobile tires sold to fleet operators.	
419	Retreads (other users)	Retread automobile tires sold to other users.	CB-XA, XD
421	Parts installed in repair work	Parts—installed in repair work.	
422	Parts—wholesale	Parts—wholesale (to other businesses).	CB-XA
423	Parts—retail	Parts—retail (over the counter).	CB-XA, XD
424	Automobie tires-batteries-acc.	Automobile tires, batteries, access., tubes.	
426	Automobile accessories	Automobile accessories, parts (over the counter).	CB-XB
428	New auto tires—sold to dealers	New automobile tires and tubes sold to dealers for resale.	
429	New truck-bus tires (to users)	New truck and bus tires (include industrial, off-the-road, farm tractor tires) sold to users.	
431	New truck-bus tires (to dealers)	New truck and bus tires (include industrial, off-the-road, farm tractor tires) sold to dealers for resale.	
433	Retreads sold to dealers	Retread automobile tires sold to dealers for resale.	
434	Retreads-truck-bus (to users)	Retread truck and bus tires (include industrial, off-the-road, farm tractor tires) sold to users.	CB-XB
435	Retreads-truck-bus (to dealers)	Retread truck and bus tires (include industrial, off-the-road, farm tractor tires) sold to dealers for resale.	
436	Storage batteries	Storage batteries.	
440	Farm equipment-machinery	Farm equipment, machinery.	ALL

MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS—Continued

Code	As abbreviated in tables	As shown on reporting form	Form number
460	Hay-grain-feed-farm supplies	Hay, grain, feed, farm supplies, fertilizer.	ALL
461	Hay-grain-feeds	Hay, grain, feeds.....	} CB-59F
462	Seed	Seed	
463	Fertilizers-insecticides	Fertilizers, insecticides, fungicides, etc.	
464	Other farm supplies	Other farm supplies	
480	Household fuels-ice	Fuels (coal and wood, oil, LP gas), ice.	ALL
481	LP gas—wholesale	LP gas to others for resale.	} CB-59E
482	Other LP gas sales	Other LP gas sales.	
483	Other fuels	Other fuels (coal, wood, oil), ice.	
500	All other merchandise	All other merchandise (photographic equipment and supplies, toys, books, magazines, newspapers, stationery, baby carriages, etc.).	ALL
501	Toys-games-wheel goods	Toys, games, wheel goods, baby carriages, adult games, and hobbies (include bicycles on line 300—not here).	} CB-53A
502	Books-stationery-photo. equip.	Books, stationery, photographic equipment and supplies, greeting cards, wrapping paper, office equipment.	
504	Mobile homes-household trailers	Mobile homes, household trailers.	
505	Camp trailers-travel trailers	Camp trailers, travel trailers.	} CB-XC
506	Utility trailers	Utility and other trailers, except boat trailers (include boat trailers on line 312).	
507	All other merchandise	All other merchandise (toys, baby carriages, photographic equipment and supplies, books, magazines, newspapers, stationery, etc.).	} CB-59B
508	Commercial stationery-off. suppl.	Commercial stationery and office supplies.	
509	Office mach. exc. typewriters	Office machines, except typewriters.	
511	Typewriters	Typewriters	} CB-59B
512	Social stationery-greeting cards	Social stationery and greeting cards.	
513	Books-periodicals	Books and periodicals—all kinds.	
514	Art-drafting-eng. supplies	Art, drafting, and engineering supplies.	
515	All other merchandise	All other merchandise specified on line 500 except items on lines 508 through 514.	} CB-54A
516	All other merchandise	All other merchandise (toys, baby carriages, photographic equipment and supplies, books, magazines, newspapers, stationery, etc.).	
517	Paper-paper products	Paper, paper products (facial tissues, stationery, other household paper products).	
518	Mdse. exc. toys-games-books-sta.	Other merchandise on line 500 except items on lines 501 and 502.	CB-53A
520	Nonmerchandise receipts	All nonmerchandise receipts from customers (include receipts from carrying charges and all other charges to customers for credit. Also include all receipts from customers for installation, delivery, repair, maintenance, on-site construction, and rental of tools and equipment.) If sales and excise taxes are not included with the merchandise lines, include them here.	CB-54A, 52A
521	Printing to order	Printing to order.	} CB-59B
522	Renting-leasing—office mach.	Rental and leasing of office machines and furniture.	
523	Other nonmerchandise receipts	All other receipts on line 520.	
524	Brake and wheel services	Brake and wheel services.	} CB-XB
525	Tire services other than retread	Tire services other than retreading.	
526	Other nonmerchandise receipts	All other services to customers on line 520 except items on lines 524 and 525.	
527	Service labor	Service labor	CB-XA, XD
		Repair service labor.	CB-XC
528	Other nonmerchandise receipts	All other nonmerchandise receipts on line 520 except items on lines 527 and 539.	CB-XA
529	Watch-clock-jewelry repairs	Receipts from watch, clock, and jewelry repairs and engraving.	CB-59D
531	Storage and docking services	Storage and docking services.	} CB-XC
532	Other nonmerchandise receipts	All other nonmerchandise receipts on line 520 except items on lines 527 and 531.	
533	All nonmdse. rcpts from customers	All nonmerchandise receipts from customers.	} CB-59D
534	Auto repair	Automotive repair-service labor receipts.	
535	All other service receipts	All other service receipts on line 520 except items on line 534.	CB-53A
539	Auto-truck rental or lease	Rental or lease of automobiles or trucks.	CB-XA

Current Business Reports

The Bureau of the Census publishes the results of its continuing surveys in a series of reports issued weekly, monthly, quarterly, and annually. Listed below are selected reports which comprise a valuable reference library on current business developments.

COUNTY BUSINESS PATTERNS (CBP)

Data on mid-March employment and January-March payrolls taxable under the Federal Insurance Contributions Act are published annually in these reports for the United States, States, counties, and standard metropolitan statistical areas. These statistics are shown for many kinds of business under the following broad industry groups: Agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

RETAIL TRADE REPORTS

Weekly Retail Sales—Estimates of weekly retail sales for the United States for selected major kind-of-business groups, including figures for the comparable weeks in the previous year. Issued each Thursday.

Monthly Department Store Sales for Selected Areas—Monthly dollar sales volume and the percent change in sales compared with the previous month and the same month in the previous year. Cumulative year-to-date comparisons with data for the previous year are also shown. Data are collected in about 200 standard metropolitan statistical areas, cities, and other areas.

Monthly Retail Sales—Estimates of monthly retail sales for the United States by major kind-of-business groups and selected individual kinds of business; separate figures shown, in more limited kind-of-business detail, for firms operating 11 or more retail stores. Summary sales data presented for geographic regions and divisions, and for 15 large States and 20 large standard metropolitan statistical areas. Also included are national estimates of end-of-month accounts receivable balances for retail stores.

Annual Retail Trade Report—Estimates of inventories held by retailers in the United States by major kind-of-business groups and selected individual kinds of business. Separate figures shown in more limited kind-of-business detail for firms operating 11 or more retail stores. Also shown are sales-inventory ratios as well as per capita sales, by kind-of-

business for the United States, by major kind-of-business groups for geographic regions, and summary figures for geographic divisions and for the larger States and standard metropolitan statistical areas.

MONTHLY WHOLESALE TRADE REPORT

This report includes estimated dollar sales, end-of-month inventories, and stock-sales ratios of merchant wholesalers, by kind of business for the current month, with comparisons for previous months. Dollar volume sales estimates are shown by geographic division in total and for durable and non-durable kind-of-business subtotals. Sales and inventory trends (percent changes) are shown by detailed kinds of business at the national level and for selected categories by geographic division. Measures of sampling variability are given. United States data are shown adjusted for seasonal variations and, in the case of sales, also for trading-day differences.

MONTHLY SELECTED SERVICES RECEIPTS

This report provides data on monthly receipts of six major kind-of-business groups of services: Hotels, motels, tourist courts, trailer parks, and camps; personal services; business services; automotive services; miscellaneous repair services; and motion picture, amusement, and recreation services. Comparable data for the previous months and for the same month in the previous year are also shown, in addition to the percent changes. Data are shown both unadjusted and adjusted for seasonal variations and trading day differences.

OTHER CURRENT BUSINESS REPORTS

Canned Food Report—This report is issued as of five dates—January 1, April 1, June 1, July 1, and November 1—to show total stocks of wholesale distributors and canners, including warehouses of retail multiunit organizations, of selected canned food items (vegetables, fruits, juices, fish). In the January 1 report separate data are shown for the No. 10 can size, as well as for warehouse stocks of retail multiunit organizations.

Green Coffee Inventories and Roastings—This quarterly report provides estimates of green coffee inventories held by roasters, importers, and dealers, the quantity of green coffee roasted, and the amount roasted for soluble use, by quarters, for the current and previous three years. Also included are quarterly imports of green coffee during the same period.

For additional information on the contents and subscription prices of these reports, write to Bureau of the Census, Washington, D.C. 20233.

to help business

**BUSINESS
SERVICE
CHECKLIST**

*A Weekly Guide to
U.S. Department of Commerce
Publications . . . plus Key
Business Indicators.*

Published weekly—

a 4 page, up-to-date listing of new Department of Commerce publications and other releases. Also shows key business indicator changes and trends. Tells how to order published materials of special interest to you.

**BUSINESS
SERVICE
CHECKLIST**

is tailored to help businessmen in all areas of economic activity.

Order subscriptions from:

Superintendent of Documents
Government Printing Office
Washington, D.C. 20402

Annual subscription, \$2.50
(additional \$1.50 for foreign mailing).

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL



POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

United States. Bureau of the Census, 1967 census of business : retail trade : merchandise line sales. 1967
Census
T
3065
UN3
1967
BC67-
MLS
v.1

DEC 30

CB/Bureau of the Census Library



5 0673 01045050 3